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Author:

Borsodi, William

Title:

Jewelry advertising

Place:

New York

Date:

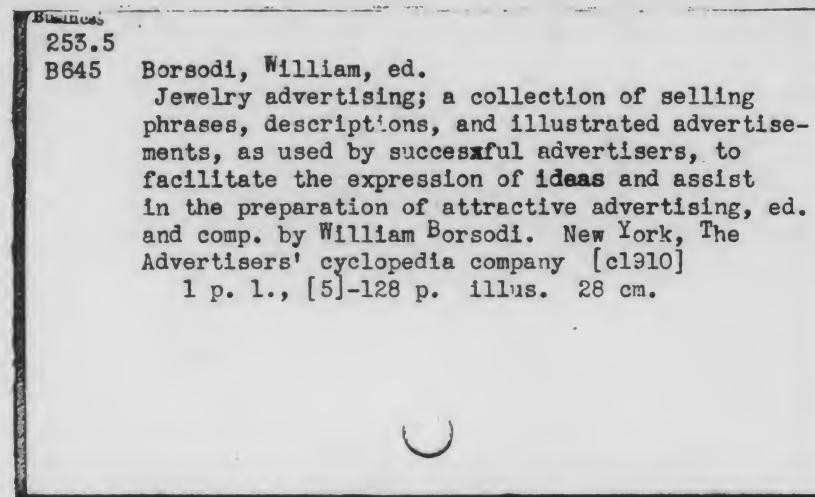
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MASTER NEGATIVE #

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BIBLIOGRAPHIC MICROFORM TARGET

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FILM SIZE: 35mm

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IMAGE PLACEMENT: IA IIA IB IIB

DATE FILMED: 6/27/94

INITIALS: DG

TRACKING #: MSH 01688

FILMED BY PRESERVATION RESOURCES, BETHLEHEM, PA.

**PM-MGP 13" x 18"
METRIC GENERAL PURPOSE TARGET
PHOTOGRAPHIC**

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PRECISIONSM RESOLUTION TARGETS

Century



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St. Paul, MN 55119

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JEWELRY
ADVERTISING
BY
WILLIAM BORSODI

mr

D253.S B645

**Columbia University
in the City of New York**

LIBRARY

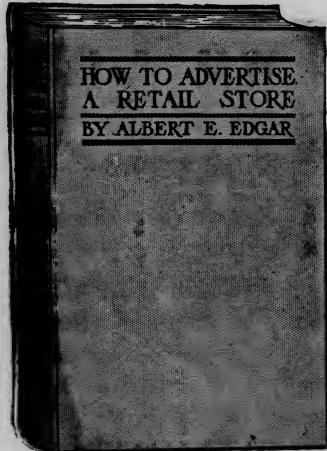


School of Business

HOW TO ADVERTISE A RETAIL STORE

By A. E. EDGAR

This book is written by a merchant-advertising man who sells goods from his own store and knows how to sell them. Mr. Edgar is also a frequent contributor to BRAINS and other business periodicals. There are more than 600 illustrations of newspaper ads photographically reproduced from the originals. There are 20 pages of practical, helpful hints on how to lay out advertising copy, also more than 250 selling helps and schemes to attract trade.



Teaches

How to lay out advertising copy,
How much space to use,
How to design an attractive space-saving name-plate,
What a headline should accomplish,
How to get and use proper illustrations,
How to write your advertising introductory,
How to describe an article so as to make sales,
What style and method of pricing you need,
The preparation of effective, free advertising,
How to find and properly use selling points,
The making of store papers, booklets, leaflets, folders, advertising letters,
and mailing cards,
The organization of a follow-up system,
The uses of calendars, blotters, post-cards, advertising novelties, package
enclosures, and hand-bills,
Proper methods of window advertising,
Correct outdoor advertising,
Spring, fall and other openings advertising,
Two hundred fifty selling helps, guessing and voting contests, drawings,
schemes to attract boys and girls, premium schemes,
The sensible advertising of special sales and clearance sales,
The uses of leaders and bargains,
Many novel sales plans,
The promotion of business in a number of specific retail lines—this de-
partment alone occupies about 100 pages,
Mail-order advertising and general advertising,
Points about type, borders, ornaments, and cuts,
Nearly 20 pages of practical and helpful hints on how to lay out adver-
tising copy,
How to read proof and technical terms.

Showing how all these things are accomplished by the
highly paid ad managers and the cross-roads storekeepers

**More than 500 Pages, Handsomely bound
Sold for \$3.50 per copy, postpaid**

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310 BROADWAY :: :: NEW YORK

Two Cents a Week

THAT is all it will cost you to keep fully posted on all matters occurring in the jewelery trade of interest or value to you.

"THE MANUFACTURING JEWELER," the weekly trade paper published at Providence, R. I., is sent to subscribers at the very low price of one dollar for a year of *fifty-two issues*. Each weekly issue contains as much reading matter as the ordinary monthly trade paper.

"THE MANUFACTURING JEWELER," employs the best-skilled writers on technical, trade and storekeeping problems. It has correspondents in every large center of jewelery news. It prints more illustrations than any simalar journal. It is well printed on the best paper. It has the highest endorsement of the officers of the American National Retail Jewelers Association. Its editorials are strong, fearless, timely.

In all respects it is the typical and LIVE weekly paper of the jewelery trade.

A DOLLAR BILL will bring to you this great paper for *fifty-two weeks*.

FURTHERMORE, we will send to subscribers who wish it *a free copy* of the "JOBBERS HANDBOOK" for 1910, which is the most complete and valuable trade directory ever issued, bar none. The trade are familiar with this directory under the name "That Little Red Book."

Free Sample Copies of "THE MANUFACTURING JEWELER" will be sent on request.

Advertising Rates Lowest in America for service rendered.

WALTER B. FROST & CO.
PUBLISHERS
48 CUSTOM HOUSE St., PROVIDENCE, R. I.

J E W E L R Y ADVERTISING

A COLLECTION OF SELLING PHRASES,
DESCRIPTIONS, AND ILLUSTRATED
ADVERTISEMENTS AS USED BY
SUCCESSFUL ADVERTISERS

TO FACILITATE THE EXPRESSION
OF IDEAS AND ASSIST IN
THE PREPARATION OF
ATTRACTIVE ADVERTISING

EDITED AND COMPILED BY
WILLIAM BORSODI



PUBLISHED BY
THE ADVERTISERS' CYCLOPEDIA COMPANY
NEW YORK

Business

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BY WILLIAM BORSODI

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INTRODUCTION

A DVERTISING is the corner-stone upon which every great business in this modern age must be built. Every up-to-date merchant recognizes the value of advertising as a business factor—few recognize the *possibilities* that may be realized by its proper use. More than a billion dollars is expended every year in the United States alone for publicity, and yet the science—for it is a science—is “still at the cock-crowing,” as Emerson says of civilization. No business is so small, no field so narrow, but that it may be expanded by intelligent advertising.

In every city may be seen many examples of what advertising has accomplished. The little store fifteen years ago located in some out-of-the-way street has become the large department store on the best corner. The shopkeeper who started ten years ago with \$100 and one clerk now has two hundred employés, and has amassed a fortune. Intelligent and persistent newspaper advertising has accomplished these wonders.

Thousands of brainy men are being paid handsome salaries to devote their talents to the study of this great question. Millions of dollars have been expended in experimenting—in determining the kind of advertising that brought results—that paid. The results of all this study and experimenting—the methods that have brought money in your line—are compiled in this book.

Not every merchant can be an *expert* advertiser, but all may be intelligent, profitable ad writers. Individuality in ad-writing is valuable, but to be able to prepare copy that *brings business* is more valuable. If Mr. Mason of Cairo has found that a certain ad in his newspaper brings him business, you may be practically certain that the same ad—or its essential idea—adapted to your line will bring trade to you, and you will find his ad in this book. *You don't have to be original* to be a successful advertiser.

Preparation of copy for the advertisement is the part that calls for the most experience. The technical knowledge of how to properly “set up” the ad can be supplied by the printer, though it is better if you know something of it. The small ad can be made more valuable if it has an individuality—

something that makes it unlike its neighbors. Next to the wording, this is the most important, and knowledge of the mechanical part of advertising makes this individuality more readily attained.

Scattered through this book are many phrases used in other lines than yours. They have been printed here because in every instance there is some thought or expression that you can make use of. These ads will show you that the best writers invariably make their language fit the article they are talking about—an important feature in ad-writing. Plain merchandise should be described in plain language, and high-grade and high-priced articles require high-grade talk. If you are seeking the patronage of farmers, don't use terms not familiar to the farmer. Study the descriptions or arguments used by others ; study those of your competitors and of firms in other lines of business, and see how you could improve them.

In preparing your ads, treat your subject simply but thoroughly. Do not overcrowd your space—leave something for the next time. While prices are the chief attraction in an ad, yet they must be handled carefully. If you are offering bargains, do not fear to feature the price, but if you are selling a high-grade article at a high price make the description sell it *in spite of the price*.

Don't forget that variety is the spice of advertising. You may advertise the same goods day after day, issue after issue if you will, but do not use the same language or display to do it. Study this book and you will be able to adapt to your use practically every ad that is printed here.

If you have not selected a store name, choose one. Then use it in your advertising until it is familiar to every person in your vicinity.

There is no advertising like newspaper advertising, but the papers must be selected according to the class of people you wish to reach. Your location may make a difference with your choice of mediums. Work along the line of the least resistance; go first after the trade that will come easiest. Many of the people who should trade at your store you cannot reach in any other way than through the newspaper. The paper is run for your benefit as an advertiser. Take advantage of it.

Your newspaper can be made your most valuable partner. By its aid you may win success ; without its assistance suc-

cess is doubtful. The money that goes to your newspaper is rarely an expense—it is an investment.

Don't expect that advertising alone will accomplish everything. No matter how attractive your announcement may be, no matter how great bargains you may offer, they must be backed up by good salesmanship and tasty store display. Your salesmen should familiarize themselves with the descriptions used in this book. No salesman can do justice to his position behind the counter unless he considers the personality of the customer and can talk intelligently of what he is selling. Do not try to sell an article unless you know all about it, and also know how to express your knowledge.

Advertising, like any other phase of your business, requires plenty of enthusiasm. Its possibilities are unlimited. If you are not an advertiser—if you are not an enthusiastic advertiser—you are not doing yourself and your business opportunity justice. Your wholesaler and your banker will confirm this.

Above all, it is the faithful, persistent advertiser who wins success. In the words of John Wanamaker : "If there is one enterprise on earth that a 'quitter' should leave alone it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom. He should know before he begins that he must spend money. Somebody must tell him, also, that he cannot hope to reap results commensurate with his expenditure early in the game. Advertising doesn't jerk ; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year until it exerts an irresistible power."

JEWELRY

"Of course," she said, when the time came to leave the seashore and she was haunted by the fear that he might claim her acquaintance in the city; "of course, this was only a sham engagement. Shall I return your ring?"

"Quite unnecessary," he replied gallantly. "I keep sham rings for sham engagements."

And as she had worn it for three whole weeks and had exhibited it proudly, under the impression that it was a genuine diamond, his revenge was complete.—Chicago Post.

Thousands of pieces of summer jewelry at unexpectedly low prices. Glittering trinkets by the thousand deck out the main aisle to-day. There's a glint of gold, the sparkle of precious stones—rainbow-like in colorings and the sheen of silver. And the rich yellow-browns of the tortoise-shell as a contrast. Thousands of dollars' worth—if it were only real! But it isn't—simply the effective, pleasing, specious jewelry that so many people want in summer—jewelry that can be worn with impunity anywhere—decorative, useful, yet not a subject for heart-break if you chance to lose it. Hundreds of charming designs are here—hat-pins, scarf-pins, brooches, cuff-links, chains—trinkets that will make a brave showing in the outing costume.—*Wanamaker's, New York.*

Two Years of Modern Jewelry Selling. Nearly two years ago we threw off the chains that bound us to the jobber in jewelry. We believed our people would be quick to recognize the difference between retail and wholesale prices, and that we could sell enough to warrant us to buy in wholesale quantities. Two years ago this was only a belief; now it is a vigorous reality.—*Brodnaz, Memphis.*

Prices of jewelry were never more reasonable than they are to-day, if you get to the right place and consider the quality of the goods you are buying. If you wish high grade, artistic jewelry in charming new designs, we shall be pleased to show you our assortment. No better values in watches, diamonds, and precious stones can be obtained at our prices than we are offering. All novelties in summer jewelry at low prices.—*LeBron Jewelry Co., Montgomery, Ala.*

The wedding gift store. We welcome you here at all times, and invite you to bring your visiting friends. The wedding gift store is a unique one in many

respects. We are showing a multitude of articles that are especially attractive for wedding gifts, and we wish you to consider yourself always welcome here. For diamonds and silver we are always worth seeing first.—*LeBron Jewelry Co., Montgomery, Ala.*

Real art in electroliers. If you have an eye for the aesthetic, you'll take pleasure in looking over our new collection of bronze electroliers. We want you to see these goods—and there isn't a doubt but that you will find something that will particularly appeal to you. The line has been received since Christmas and contains a lot of designs of electroliers that most stores won't be showing for several months to come.—*LeBron Jewelry Co., Montgomery, Ala.*

Snake bracelets. A Paris fad. Less than half price. There is something exceedingly fascinating about the snake in bracelets, two, three and four strands in gold plate or gun metal finish—perfect reproductions of a cobra; some with imitation emerald studded head. The bracelet fits lightly but firmly on the arm. The price is so small as to be decidedly deceiving as to the character of these attractive bracelets.—*Abraham & Straus, Brooklyn, N. Y.*

Combs and barrettes. Hair ornaments are so much in vogue that they will be among the most popular Christmas gifts this season. And in preparation for the demand we have assembled in the jewelry store much the largest and finest showing that we ever had. The back and side combs with gold trimmings are in particularly broad assortment. Solid gold mountings in plain, bead and fancy designs on imitation shell.—*Frederick Loeser & Co., Brooklyn.*

It's the only thing you buy to wear that doesn't wear out.—*W. R. Jackson, St. Thomas, Ont.*

Holiday times are approaching rapidly. It's a good idea to buy your gifts early. We make this suggestion because next month will be a busy month for you and you will no doubt appreciate our suggestion to buy now while you have the time. Jewelry, silverware and cut glass.—*A. F. Williams, the Jeweler, Trenton, N. J.*

In the toe-tip of the stocking something from these cases should go. A ring, a bracelet, a brooch, a pin, a set of studs or buttons, what you like, so long as it snuggles down where it will be discovered last, as the best of all the gifts should be. Not that they'll cost you too much, either—we've learned where and when to buy them to our, and your, greatest advantage.—*The Stone, Fisher Co., Tacoma, Wash.*

We are asking your opinion on a lot of newly arrived jewelry. Will it be favorable? We think so, and this is why we think so: Because we've been careful to choose nothing but the very newest and brightest ideas. We went all over to get them and we're certain that you'll agree that they are particularly attractive. Some of the lines are exclusive. They are here for you to look at—that's your privilege. They are here for you to buy—that's your option. You are welcome if you only look.—*P. Girard, East Grand Forks, Minn.*

Christmas jewelry. Come in and look over this new store. All the goods are new and clean and many are entirely original in ideas. You are invited to inspect the stock now when the store is prettiest and at its best. Don't feel that you have to buy if you come in. Just come in and spend a few minutes and you won't feel that it is wasted.—*N. W. Cowles, Ottumwa, Iowa.*

Diamonds, jewelry, watches and silverware. A magnificent array of all that is rich, beautiful and artistic in gold and silver jewelry, in handsomely cased watches, artistic tableware and all the season's novelties in art jewelry from Paris, London and Vienna. The diamond cutter, the jeweler and the silversmith, have certainly sent out this season, the most exquisite articles, specially designed for rich gifts. Our great holiday display on the first floor, just as you enter the store at Eighth and Market Streets, fairly sparkles and glints with beauty and brilliancy—the most beautiful creations of artisans in gold and silver. It is a marvelously captivating assembly of dainty, elegant and artistic scarf pins, brooches, rings, watches, fobs, silver pieces for the table, etc. A con-

siderable portion of the display is given up to the latest novelties in personal jewelry from London, Vienna and Paris. These dainty and striking conceits were imported direct. Now just a word about the diamonds. You can rely upon the stones, and the mountings are the most artistic. We bought diamonds long before the recent advance, and our patrons are given every advantage of our early purchases.—*Lit Bros., Philadelphia, Pa.*

Every jewel loving woman should visit our handsome store and revel in the glorious display of jewelry, precious stones and sterling and silver-plated ware—watches, cut glass, etc., etc. It is a veritable fairyland. You can depend on anything we show you being the very best quality and always at the lowest prices.—*B. M. Henschel & Co., Buffalo, N. Y.*

Here's a jewelry stock to be proud of. We are proud of it. We want you to know how well worth being proud of it is. So to tempt you to know it better, we make these special prices.—*Simpson-Crawford Co., New York.*

New ideas in jewelry. New Spring goods are arriving. If you are needing anything in stylish, up-to-date jewelry we invite you to call. We do not sell paste and tinsel at 15c. or 25c. a grab, but on the contrary handle nothing but honest jewelry at honest prices.—*The Cornell Jewelry Co., Pueblo, Colo.*

Ask to see it; you don't have to buy.—*Brown, Hartford, Conn.*

Such little prices now as this close-out sale makes for fine jewelry will coax the prettiest things from the show cases into your possession. In such a big store the jewelry section may not cover much space, but there's thousands of dollars' worth here, and ordinary prices seem high by comparison with those now asked. The faddish jewelry, the modish kinds, the sorts of sterling value.—*Harned & VonMaur, Peoria, Ill.*

Sale of Jewelry of Equal Interest to Men and Women.—A great big good lot of useful jewelry at very, very small prices. Not a piece in the lot but is worth a third more; some is worth two or three times the price. Nearly every bit is from the makers of the guaranteed King collar buttons, and is sold under the maker's (and our) warranty of service and satisfaction.—*Howland's, Bridgeport, Conn.*

If it is good jewelry at moderate prices that you want, come to this store—the home of honest jewelry.—*E. C. Bates, Alliance, O.*

JEWELRY

The prices verily are jewels. Counter after counter, case after case, lend their beauty to a store of loveliness to-morrow—a display of surpassing brilliancy.—*J. & P. Adams, Buffalo, N. Y.*

Betrothal Rings.—One could not wish to see a finer assortment of engagement rings than we are now showing. In our assortment we show the diamond in combination with the ruby, emerald, sapphire, opal, turquoise, etc.—*W. C. Forbes, St. Thomas, Ont.*

So dear to every artistic and refined heart is our collection of jewelry. Silverware, diamonds and all that represents the best efforts of skilled artisans in qualities that stand second to none. They are first in excellence and the prices are invariably low.—*Ike Loeb, Montgomery.*

The sign of the treaty of love. When a treaty of love has been made, there is one sign needed to make the betrothal—namely, an engagement ring. Since the soft, balmy months of Summer and early Fall are proverbially the ones when more people become "engaged" than any others in the calendar, we deem it opportune to call attention to our fine stock of engagement rings. This stock has recently received many new recruits from the East—rings of the latest and newest styles in settings—and presents as fine a range of choice as the most enthusiastic lover need wish for.—*Barr's Jewelry Store, Salem, Ore.*

To Please a Man—a seal ring, or if he belongs to a fraternal order, one bearing the proper emblem.—*J. F. Carr, Kenton, O.*

Now autumn comes with clustered grapes a-swing

On drooping vines; the summer waxeth old.

But we just meant to say: A cluster ring

Of diamonds and opals set in gold, All richly chased, of Lechenger's design,

Would please your wife and make her dear eyes shine.

—*Lechenger's, Houston, Tex.*

Christmas Goods.—You may think it's a little early to begin to talk holiday goods. But here it is October. Already our store has a holiday appearance. Nearly every day we receive some holiday goods, and already a great many sales have been made. Almost every day we lay aside something for someone. Come in and see us.—*Garrettson's Jewelry Store, Kenton, O.*

Buying jewelry and gems is a matter of confidence! Most people cannot accurately determine for themselves the

value of precious stones and gold and silver things. Therefore, it is important to know the store you buy from.

C. Lumsden & Son are as anxious to satisfy you as you are yourself—they can't afford to do otherwise!—*C. Lumsden & Son, Richmond, Va.*

Our graduation gifts will please her immensely. Nor is it to be wondered at that she gazes with rapture on a gem so rare. See it, fellows, at Kelley's jewelry store. Showing exquisite graduation, wedding and birthday gifts there—something altogether out of the ordinary.—*Kelley the Jeweler, Atlanta, Ga.*

In selecting commencement gifts why not commemorate this event—one of the most notable in your child's life—by choosing a diamond? Even a small one, coming as it does on that occasion, carries with it a great deal of sentiment, and the recipient will cherish and remember it a lifetime. There are all kinds of pretty pieces of diamond jewelry for girls—pins, brooches, rings and things that appeal to the feminine heart.—*Feagan's, Joliet, Ill.*

For Men Only.—The most important part of a man's dress are the little fixings as his tie-clips for holding his tie in position; his collar stud, his front stud, his scarf-pin, his key chain, etc. If these are what they should be he is called a well-dressed man. We are properly equipped to place every man who wants to be in this enviable position.—*Stewart Dawson & Co., Brisbane.*

Jewelry novelties and belts.—They are not absolutely necessary to your happiness, nor do they improve your worldly wealth; but then they conform to certain social usages of polite society, and you might as well be in oblivion as to go against the decrees of good breeding. Satisfying yourself on this point, look at the economical values enumerated.—*Hamburger's, Los Angeles, Cal.*

A wonderful offering in solid gold jewelry. Sale of manufacturers' stocks specials. Here are values extraordinary in handsome, thoroughly reliable solid gold jewelry—Bloomingdale's reputation's back of every piece offered and the bargains are unmatched.—*Bloomingdale's, New York.*

Every woman loves handsome jewelry. Every woman likes to feel that her jewelry is solid and perfect—that she has just what she paid for. Every woman likes to save money too. Consequently every woman ought to patronize us—it means safety, satisfaction and economy.—*Robt. P. Krep, Joliet, Ill.*

JEWELRY

For Her, the Wedding Ring.—That magic little band that is playing its important part in these days of roses and rosebuds. Of course, when you place it on her pretty finger, you wish to know that it is all that it should be and no base metal enters into its making. As in everything else, there are many grades, and quality should be your first consideration. The stamp does not always mean as it reads, and you should be sure the Ring is made seamless, so that solder or base metal is eliminated. When we say our Rings are 14k or 18k, it means that they are guaranteed to assay just exactly 14k or 18k and are seamless.—*Abraham & Straus, Brooklyn*.

Just from Paris—the Jewelry you see in the shops of the Rue de la Paix. Great cases here gather every article for feminine adornment. Wherever it turns, the eye is delighted by some design of strikingly artistic originality and beautiful color-effect—the exquisite tintings of the metals subtly blended with the glowing hues of the stones with which they are set.—*Strawbridge & Clothier, Philadelphia, Pa.*

Have you not, somewhere in the house, unused pieces of jewelry, out of fashion and possibly out of repair? Do not let them lie in dark boxes any longer. Bring them to us and let us show you how they can be remodeled, modernized and beautified. A few touches of our artists' skill will do wonders with them. We will supply original designs or we will follow out your own ideas.—*Lambert Bros., New York, N. Y.*

No jewelry makes showing that is prettier, or in better taste, than these inexpensive Waist Sets, Bar Pins and Cuff Pins set with rhinestones and imitation pearls on sterling silver mountings. Designs are new and artistic, and just the simple jewelry a woman wants to wear with a summer frock.—*Wanamaker, New York, N. Y.*

First glimpse now of some of the styles that won't be shown generally until fall. And the first thought on seeing them is of wonder that such exquisite jewelry can be sold for such trifling prices.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Oddities in fobs, pins. The shirt waist man is looking for the very thing we are displaying. If you want to be on time with the "summer girl" this is your chance.—*Sterners, Allentown, Pa.*

Pretty nearly everybody nowadays, wears plated jewelry at one time or another—it has lived down the stigma that formerly attached to wearing imitation.

JEWELRY

It comes in such irresistible pretty styles, and is anything but "cheap" in looks. The workmanship is high class, the appearance very effective and the service a long ways better than the price.—*Gimbel Bros., Philadelphia, Pa.*

Graceful and unusual jewelry—distinctive and original goldsmithing. We take a great deal of pride in having our stock of jewelry represent all that is not only newest and best, but that also is different from the common run. Exclusive and distinctive designing forms a large part of our business and those desiring jewelry that has these qualities will find wide range for satisfactory selection here. Special order work. Correct engraving.—*Clark & Engle, Wilkes-Barre*.

Women will browse with delight among this attractive collection of the pretty sorts of Jewelry best adapted for summer wearing.—*Wanamaker, New York*.

We think that you will find our Jewelry very interesting and we know that you will be pleased with your purchase made at our store. "Take our invitation often—walk in and look around."—*P. H. Stevens, Hartford, Conn.*

Uniform excellence and reliability, exclusiveness and refinement, latest designs, variety of choice, price advantages. These facts, together with unique store methods, make this the jewelry store of satisfaction and economy.—*J. Wiss & Sons, Newark, N. J.*

Burglarized! Window Smashed, Jewelry Stolen! What Is to be Done? We simply stand the loss and keep right on sacrificing goods. How? 1-3 off on watches, 1-3 off on jewelry.—*Guthman's, Youngstown, Ohio*.

Imported jewelry at half price.—These are the strikingly pretty combinations of imitation jewels and gold-plated mountings that they know so well how to make across the ocean. Jewelry that sparkle and pleases, though frankly a make-believe. New half prices rule today on a number of most attractive odd pieces, such as brooches and belt clasps, that must go before our fall importations arrive. You'll find the choosing most alluring.—*Wanamaker's, New York*.

The Tray of Hearts displayed in our show window would fill your hand nicely. It's a green silk plush tray filled with gold friendship hearts of different sizes, some plain, others set with a pearl, garnet, turquoise or diamond.—*Chas. E. Rose, Telluride, Colo.*

"Everything that is best in diamonds and jewelry."—*Mercereau & Connell, Scranton, Pa.*

You will find the genuine here—a clear, pure stone, in any setting you may desire. We can save you money, and yet give you the best that money can buy.—*Chas. E. Davis, Great Falls, Mont.*

Jewelry excellence in a nutshell is what you'll find at our store. Beautiful gems of art in both gold and silver and precious stones of every kind and description. Buy your presents now and have them laid aside for you by paying slight deposits.—*Geo. E. Wheelhouse Co., Utica, N. Y.*

Peeresses ablaze with sparkling gems scintillated at the king's coronation and made a showing of jewelled splendor such as has seldom been seen. You can see a display of jewels in brooches, rings, stick pins, chains, etc., such as you see nowhere in Grand Forks but at Kent's. Everything for wedding and birthday gifts, engagement rings, etc.—*Frank V. Kent & Co., Grand Forks, N. D.*

Engagement rings.—A lady seldom wishes to have her engagement ring altered. It is important, therefore, that it be of a high quality and of a lasting style—one that is fashionable now and sure to be fashionable. The half-loop is always correct, and whether of diamonds alone or diamonds set with rubies, pearls, emeralds or sapphires, the effect is equally as good. From our stock a selection is not difficult.—*Cosly, Asheville, N. C.*

In the jewelry trade there are all kinds of rings and all kinds of prices. Some of them are worth buying and some are not, and on others the prices are "out of sight." The rings which we offer for to-morrow are all good enough to buy and wear too, and the prices are such that almost anyone can afford to pay them. If you wish them for gifts, we will lay aside your purchase if you ask us.—*Siegel-Cooper Co., New York*.

A wedding ring should fit the finger. If it is too large it is a sign of shallowness of purpose. If too tight it suggests that the union pinches somehow. A perfect fitting ring is symbolic of a perfect harmonious union. Start out right by getting your wedding ring from us. We keep the proper kind and proper sizes, and engrave any inscription you may want, free of charge.—*Switzer & Grubert, Staunton, Va.*

Full many a gem of purest ray serene may at our large establishment be seen. If you wish jewels that would gladden the heart of an empress, this is the place for you, O flower of American womanhood! We cater to the trade of uncrowned queens.—*A. Low, Chicago, Ill.*

JEWELRY

Profanity preventives.—Gold collar buttons.—*Judson S. Newing, Binghamton, N. Y.*

The "—" collar button, 50c., will save many a cuss-word.—*Gans & Klein, Helena, Mont.*

Our watch is the accurate to a second time-piece.—*Dueber-Hampden Watch Works, Canton, Ohio.*

Little luxuries priced as low as if they were necessities. Every article just as good as if the best jeweler's name was on the box, but how much lower in price!—*Scroggie's, Montreal, Can.*

Graduation gifts! You know it is time for the purchasing of these pleasant souvenirs of Graduation Day. We have learned from experience just what the young people like best in the way of gifts, and we have prepared ourselves to supply parents and guardians with beautiful and suggestive articles that have a permanency of interest.—*C. H. Case & Co., Hartford, Conn.*

Signet rings. There's a constant demand for new, odd and out-of-the-common ring designs. Our display of signet rings meets this demand, fully; we have a first-rate variety of the latest designs—extremely novel, many of them, yet artistic and in perfect taste. Safe to say that no matter what style of signet ring you want, or how much you are ready to spend for one, you can make a satisfactory selection here.—*P. H. Stevens, Hartford, Conn.*

After all, have you noticed that the trifles of dress are its tell-tales. The Horse Show rig will hardly be complete without its jeweled collar or necklace. Get the leading color of your get-up, then match it in the stone of one of these jeweled collars. They brace the limp lingerie collars beautifully.—*Gimbel Brothers, Philadelphia, Pa.*

In purchasing a diamond, a watch, or a set of silverware, it is necessary to know the exact facts about any one of them. We encourage inquisitiveness in our customers, and delight in telling them the plain truth about all our goods. That, with courteous treatment, have won solid, lasting friends for us. And we propose to keep it up.—*Robert P. Kiep, Joliet, Ill.*

Creations for the bride. A jewelry store is the natural place to seek gifts of lasting value! There are many things here that are beautiful, useful and that will hold their worth almost indefinitely. Numberless articles in jewelry, etc., that will give much pleasure to the bride.—*J. T. Allen & Co., Richmond, Va.*

Engagement Rings and Wedding Rings. And now when the swallows homeward fly there is a kind of fluttering around Brown's, by the big clock, and some wedding rings are being carried away. Look out! the robins are going to build.—*Hartford, Conn.*

A Ring That Satisfies. No purchase of a lifetime requires the care that should be shown in buying the engagement ring. We have made a study in this line, and have chosen a stock which will enable you to have the best sets, the prettiest settings and the most reliable plain rings.—*W. C. Forbes, St. Thomas, Ont., Can.*

You have certainly heard of the phrase,—"As good as gold and sure as diamonds." That is the saying of centuries expressing as nearly as possible unchanging value. When, therefore, just as the holiday season approaches, we offer diamonds set in brooches, cuff links, lockets, scarf pins, etc., just the very thing for presents to man or woman, at prices one-fourth to one-third less than their worth, we think there is justification in calling it a wonderful sale.—*Abraham & Straus, Brooklyn, N. Y.*

At Lambert's a \$100 ring sells for \$100. We don't say our price is away below the real value of the article, but because we manufacture so largely and because our customers pay only one profit, Lambert jewelry is lower-priced than that of other reliable houses. When we add that we unreservedly guarantee every article we sell, and that we have enjoyed public confidence for almost thirty years, you will understand why our record in trade is a history of success. We are in a modest locality, where rents are not exorbitant—another element of economy by which our patrons benefit.—*Lambert Bros., New York.*

Various manufacturing jewelers contribute to-day's good buying—largely surplus lots; and in some cases, part of the stocks that the makers thought to hold as reserve for the follow-on orders for holiday business. But they figured, doubtless, that cash in hand was worth several uncertain orders in the future. There will be nothing newer in styles shown later, during the holidays.—*Gimbels Bros., Philadelphia, Pa.*

We have punctuated the spent season with several special sales of bar pins. They were successful—remarkably so. It gave us courage to organize a sale which involves more pins than any three other shops combined afford—serviceable, well wrought pins of sterling silver,

ver, heavily plated with 14 karat gold and set with brilliant stones.—*Saks & Co., New York, N. Y.*

A jewelry store is the best place in the world to get suggestions for wedding or birthday presents. The stock is so varied, and the prices are so varied, that every kind of taste and every kind of pocket-book is sure to be suited. We have many inexpensive, but dainty little novelties here, which will make excellent gifts. This is a jewelry store where you can get just what you are looking for. Our stock never runs down. Our superb array of jewelry and watches makes selection easy.—*W. F. Sellers & Co., Altoona, Pa.*

Gold-Plated Summer Jewelry Much Under Price.—One would think the regular prices of these artistic pieces were quite temptings enough. The patterns copied from the best designs of high-priced jewelry; and the summer girl and man who wish to be care-free about the loss of these things when traveling or on holiday excursions are very glad to select from such a pretty collection. But we have cut the prices away down from their regular littleness; and to-day's offerings are particularly tempting.—*Wanamaker, New York.*

Rings, Rings, Rings. Engagement rings, Wedding rings. Baby rings, Birthday rings. Signet rings. Rings of every description. An elegant stock to select from, and such low prices you can not help to buy when you see our rings.—*A. Graves Co., Memphis, Tenn.*

In these degenerate days, there is nothing in which one can be more easily fooled than in jewelry. And so the wise jewelry buyer takes care to go to a reliable house like *Wilson's, London, E. C.*

Babies' rings should be of so good a quality as not to tarnish and cause blood poisoning, and yet not so expensive that their loss would be felt. The line of rings we carry fills the bill. See them.—*The Whitehouse Dry Goods Co., Spokane, Wash.*

Everything you need in jewelry awaits your inspection at the Lambert store. There is a myriad of gifts for graduations, birthdays, engagements, weddings, and for bon voyage souvenirs. The most beautiful article is far less costly than you would imagine, for we are manufacturers and importers, never dealing with middlemen. We can always serve you well—never better than in the month of roses, gifts and good wishes. Reliable jewelry lasts forever. So buy of Lambert's the old Reliable.—*Lambert Bros., New York, N. Y.*

JEWELRY

Dainty and graceful—as you would expect in styles born in Paris. The Pendant necklaces are a charming fashion-fancy. Thin, almost thread-like gold-filled or silver chains hung with lovely little pendants of gems, imitation or semi-precious. Other chains have a festoon effect of gem-set links—extremely graceful adornment for Mademoiselle's neck—and essentially Parisian! The color combinations of the gems of various hues are strikingly artistic.—*Strawbridge & Clothier, Philadelphia, Pa.*

Always count on the latest fads being shown here first. Just as soon as word reached us from our representative in fashion centers, we ordered the very latest conceits for immediate display. Certainly they are fascinating little effects—and as fresh as a rose. The effects are as dainty as can be in French gray, dull or polished gun metal, Roman and rose gold finishes—some are jeweled very cleverly and neatly, one might even say elegantly—others take on a tinge of color, like the peacock feather designs. Most of the Chatelaines have a sash pin of effective design from which drop five chains, having such delicately fashioned need articles as a pencil, memo tablet, bonbon box, mirror, coin holder, purse or stamp case.—*Abraham & Straus, Brooklyn, N. Y.*

It's another manufacturer's sample lot of buttons bought at a price concession that virtually gives them to us as a reward for our large season's business. They'll create a positive sensation, for they are worth up to \$8—not one pair worth less than \$5—guaranteed solid gold—many are set with genuine rose diamonds and other precious stones. Monday, while they last, at \$1.50 and \$2.90.—*Simpson-Crawford Co., New York.*

With our enviable reputation for selling the best and most trustworthy watches always, specials like these we offer for to-morrow mean much to folks who know us. They mean that you can purchase an absolutely correct time-piece (with our guarantee back of it) at a most appreciable saving.—*Bloomingdale's, New York, N. Y.*

The new arrivals of Jewelry from Paris present a brilliant exhibition. These decorative pieces are wonderful in their artistic effects; though the jewels are imitations, the designs are artistic as though real diamonds and pearls were to be mounted.—*Wanamaker, New York, N. Y.*

As jobbers of Rings, buying direct of the makers, we naturally have assortments that cannot be found in a strictly retail jewelry store. You have the advantage here of pleasing your individual fancy. And, then, the saving in cost! A record is kept of every ring sale and your money is waiting for you if there is any dissatisfaction.—*Hofman's, Columbus, Ohio.*

It has been the fashion for fair woman to decorate herself with gold and silver chains. It is still the fashion, to judge by what one sees in New York and Paris.

JEWELRY

We have many pretty conceits in fancy link and jeweled slide as well as the simpler patterns.—*Montgomery Bros., Los Angeles, Cal.*

There is such a thing as sentiment in business, wise proverb makers to the contrary notwithstanding. The sentimental side of our business is represented by the Lambert seamless solid gold wedding rings. The sale of wedding rings increases at our store continually. The little blind Cupid is always busy, and his followers have learned that Lambert wedding rings are as good as they can be made. Our reputation began growing years ago, by reason of the excellence of these rings, and they have never fallen below the original standard. They are made in our own factory, and, like everything else we sell, are guaranteed. They come in all styles, sizes, widths and shapes.—*Lambert Bros., New York.*

It's another manufacturer's sample lot of buttons bought at a price concession that virtually gives them to us as a reward for our large season's business. They'll create a positive sensation, for they are worth up to \$8—not one pair worth less than \$5—guaranteed solid gold—many are set with genuine rose diamonds and other precious stones. Monday, while they last, at \$1.50 and \$2.90.—*Simpson-Crawford Co., New York.*

We differ from the exclusive jeweler only in the matter of selling. We gather in the same markets, of the same manufacturers—travel together up to the selling point, and there we part. His must be long profits to cover short seasons, ours the usual Macy profits, a slender margin based upon cash transactions—no more on luxuries than we get from necessities.—*Macy's, New York, N. Y.*

Bewildering surprises on every hand. One scarcely knows which way to turn first in this wonderful jewelry store. There are so many beautiful and appropriate things in gold, silver, various other metals, precious stones and countless novelties, that the mind is quickly stimulated, and purses fly open readily. If you are in doubt as to what to buy, a walk through the jewelry store will quickly set your mind at ease.—*Siegel Cooper Co., New York, N. Y.*

We sell jewelry, good jewelry, too; the kind you can wear with pride. Jewelry for birthdays, weddings and other gifts can be found here in rich assortments. The prices are wonderfully less than you would naturally imagine for such excellent values.—*Geo. E. Wheelhouse Co., Utica, N. Y.*

No exclusive jeweler, no matter how great his reputation, can have finer diamonds, more artistic jewelry or better watches. No exclusive jeweler can compete in price and none can more thoroughly safeguard you as to quality, for we take back without question anything with which you can find fault.—*Hecht Bros., New York, N. Y.*

Our plan has won the hearts of jewelry lovers in this town. To-day we will invite callers' attention to our new way of displaying diamonds and gold jewelry. Under soft, clear light, with nothing to confuse the eye, the trays of treasure are sure to bring expressions of delight. We offer distinct advantages in prices.—*Mermad, Jaccard & King Jewelry Co., New York, N. Y.*

Who wore the first finger ring? Prometheus, "the father of jewelry," is credited with having made the first ring. When he was cut loose by Hercules from the chains that had held him to Mount Caucasus, he made a ring out of one of the links of his fetters and in the bevel fixed a portion of the rock. The marriage ring is of very ancient origin. It was used as a seal, by which orders were signed (Gen. XXXVIII; Esther II, 10-12), and the delivery of the ring was a sign that the giver endowed the person who received it with all the power he himself possessed (Gen. XII, 42). The woman who had the ring could issue commands as her husband and was in every respect his representative.—*The Wanamaker Store, Philadelphia, Pa.*

Here's a splendid chance for any one with a birthday or anniversary gift to present. Nothing more appropriate or acceptable than one of these handsome, newest style bracelets.—*Bloomingdale's, New York.*

Inexpensive Jewelry. How about one of our new "lingerie" necklaces to give a touch of color to your white lingerie blouse? One of our new dainty "stock supporters?" A pretty festoon or pendant necklace for the girl you know is going to graduate? Or—but come yourself and browse among the spring jewelry—let that persuade you.—*Strawbridge & Clothier, Philadelphia, Pa.*

The handsomest dollar hat pin that has been shown in Hartford for many a day is here. No question about its being the most attractive value of its kind we've ever offered. If you have need of a new hat pin, step in and see this dollar special of ours—you'll buy one, we warrant.—*P. H. Stevens, Hartford, Conn.*

We keep everlastingly at it and therefore tell you again that we have a new

line of waist sets, back and side combs, watches, high grade railroad movements, diamonds and diamond jewelry in all latest designs. We do high grade watch and jewelry repairing. Carefully test and fit your eyes with accurately ground lenses and any style spectacle or eyeglasses.—*F. J. Mund, Leadville, Colo.*

Most women like to possess pretty rings. We have provided for the demands of fashion and display as fine an assortment of rings as was ever shown in Binghamton. If your mind is made up on any particular style of ring—which we don't happen to have—we can easily make it up for you.—*John M. Frear, Binghamton, N. Y.*

Beauty in brooches.—A stock that is representative of good taste and rare elegance. The most notable feature is the entire absence of the heavy and clumsy effects seen in so many stocks, and instead, daintiness of style that shows careful selection from the best manufacturing jewelers.—*Louis P. Cronan, Kewanee, Ill.*

The mountings of the rings, brooches, pins, &c., in our store are all made in our own factory on the premises. Such articles as we do not manufacture we buy for cash in great quantities direct from the makers. Middlemen never figure in any of our transactions, and that is why, although we yield to nobody in the excellence nor the artistic quality of our goods, our prices are always reasonable.—*Lambert Bros., New York, N. Y.*

The jewelry you find here is so different from that in other stores—everything is fresh and stylish." We hear this comment almost daily now that the flood-tide of holiday shopping has begun to rise. Our stock shines with the latest ideas demanded by refined taste, because we have a large factory and a staff of designers on the same premises with our salesrooms. We are original in other directions—in our diamond department, for example. Prices of diamonds are fixed in Europe and all importers are treated alike. Our great advantage—and yours—is that a member of our firm chooses the stones in Amsterdam and imports them direct. We sell diamonds lower than others can because we pay no importer's or jobber's profits.—*Lambert Bros., New York, N. Y.*

A thousand gold brooches bought at fractional prices. Latest styles, of course, for they are just out of the factory. No other reliable jewelry house ever did or ever will offer you a like value in brooches.—*Castelberg's, Washington, D. C.*

JEWELRY

A written guarantee with every purchase as to weight of stones and fineness of gold. A pearl necklace at \$40,000.00. If you want to see one of the most exquisite pieces of jewelry ever made, come in and look at a pearly necklace which we offer Monday at \$40,000.00. (Goods bought before Thursday will be charged in the December account if desired.) This wonderful necklace is composed of an incredible number of very lustrous pearls—all of very finest quality—in the matching of which many years were occupied. Considering its exquisite beauty and the even matching of the pearls, our price of \$40,000.00 is a bargain price. A diamond necklace at \$30,000.00. Another magnificent jewel to be seen here is a diamond necklace composed of fancy shaped diamonds cut by one of the most famous diamond cutters in all Europe. Every stone is blue white. This necklace is one of the finest pieces ever shown in New York. The price of \$30,000.00 is low for this piece.—*Ehrich Bros., New York, N. Y.*

There is no stock in the house from which you can select pleasing gifts for weddings, birthdays or anniversaries with more ease and pleasure than the jewelry store. Here are gifts for the mere tot—mugs, rings, pins—to the most aged. Appropriate gifts, showy gifts, gifts of intrinsic merit. And they need not be costly.—*W. V. Snyder & Co., Newark.*

To-morrow we offer other specials in solid gold and diamond jewelry. The prettiest novelties and the newest conceits are displayed in our jewelry store. Everything has been skillfully selected; you're safe buying here. The prices are from 25 per cent. to 50 per cent. below those usually asked.—*Bloomingdale Bros., New York.*

Good, straightforward, honest gold and silver jewelry and things for folk with limited means yet not satisfied with anything but the best.—*Geo. F. Brodnax, Memphis, Tenn.*

New spring jewelry. A sparkling array of the new spring sterling silver novelties. We are now showing all the latest styles and prevailing fads. The new designs are in fancy stunts for the smart spring girl, including the Flordora heads, dragons, pug dog heads, art nouveau, etc. They are all the rage.—*Hope Bros., Knoxville, Tenn.*

There is not a plated, washed or filled ring in our stock. If others charge less for their rings, it's because ours are better.—*Worell, the jeweler, Louisiana, Mo.*

Brown's Scarf Pins. Brown has a tray of scarf pins in his showcase that are remarkable for beauty and good taste. There are hardly any two alike; they are unique in style; yet there is not a single freak, or cheap design among them. Some of the cleverest pins ever exhibited in this city are in this tray.—*Brown, Hartford, Conn.*

Buying jewelry and gems is a matter

JEWELRY

The band that binds hearts together seems to be in great demand just at this season of the year. Your ring is here, just what you want, backed up by our full guarantee. Our big stock has just been strengthened by a wide variety of all that is latest and best.—*J. F. Carr, Kenton, Ohio.*

The added charm to a woman's toilet is exquisite jewelry. The gems or articles need not be excessively costly; if the gems are well cut and well set and the articles perfectly made, they will greatly add to the charms of the wearer. Ernsting's is the store which carries a most magnificent stock of all that is desirable in jewelry—diamonds, kunzite, tormalines and other gems at remarkably low prices.—*C. W. Ernsting, San Diego, Cal.*

We make a specialty of exclusiveness in every line we undertake as is shown by our displays. When you want "something different" come to us.—*Hansel, Sloan & Co., Kansas City, Mo.*

In keeping with the grand onward sweep of this time-honored establishment, we have now the pleasure of announcing our new department of diamond jewelry. A new department and a new departure. Selling the costliest of diamond jewelry on the same basis of small profit as characterizes all the Ehrich merchandise—removing diamonds from the category of luxury or extravagance and putting them into the more satisfying form of an investment. In inaugurating this great move our purpose was to erect a department which would be at least equal to any of the best ones in the store, and be also the equal of any exclusive jewelry store in New York. That means a large variety of diamond jewelry of the highest class, together with original and exclusive novelties in settings; and gold jewelry which, apart from the precious stones, is no less sought after by persons of the most refined tastes. This should not be looked upon as a mere department; it is more than that—it is truly a jewelry store, with ourselves as manufacturers.—*Ehrich Bros., New York, N. Y.*

A present that gives pleasure not merely for a few days but for long months and years is the ideal Christmas gift. That is why jewelry made by master workmen and sold at moderate prices is fast growing in favor. Designs full of the beauty of art are found in glistening profusion at the Lambert store. Choosing is no longer a task, but a pleasure.—*Lambert's, New York, N. Y.*

We are still determined in our effort

to close out all the jewelry remaining from the past season, before attempting to properly show and display the new jewelry, which has been rapidly arriving during the past few weeks. If these prices are not sufficiently low to stimulate curiosity, come down and examine the goods, and see how much lower they are than usual.—*McKelvey's, Youngstown, Ohio.*

Wedding Rings.—Tiffany wedding rings are the proper kind, and should be of finest quality. We have in stock every size or shape, or make them to order, if you so desire. Our reputation assures you of the best. We invite you to call.—*E. J. Scheer & Co., Rochester.*

Imported Rhinestone Jewelry Actually at Half Price—Very many of the prettiest designs are exclusive. The settings are sterling silver or gold plated. It is really surprising how such particularly pretty pieces could be made for such prices.—*Abraham & Straus, Brooklyn, N. Y.*

If you intend to get a ring in the near future it will pay you to invest now. Yes, buy for Christmas.—*H. Fellman, Woonsocket, R. I.*

It's a fitting custom that of giving baby a silver souvenir spoon, illustrating in some way the year you wish to be remembered. We sell a great many for that purpose, as well as for remembrances to friends at home. We charge nothing for engraving the date.—*Stewart Dawson & Co., Melbourne, Aus.*

Look all over town, then come to us and be convinced that our line of rings surpasses all others. We want the young men to see the nice engagement rings in our trays. For those whose purse permits, the diamond is always the thing. See those solitaire diamonds in Tiffany ring mountings at \$38—sure to please. The opal, no longer unlucky, but now the most popular stone, is much in evidence in our stock. Handsome opal and diamond engagement rings \$10 to \$25. Possibly the day of days approaches and it's a plain gold band you need; we sell only the seamless solid gold wedding rings, the only sort to buy—all shapes and sizes—\$3 to \$8.—*E. D. Vosebury, Atlanta, Ga.*

Novelties in jewelry and belts. Dainty little articles which appeal to every woman and which are an indispensable part of a woman's dress fixings.—*The Hamburger Store, Los Angeles, Cal.*

When you think of jewelry think of Lyon, Lexington, Ky.

JEWELRY

The Reliable Store. Frankly, now, wouldn't you rather have a wedding or a birthday present from Stewart Dawson's than almost any other place in Sydney? Why? Because this is a reliable store. Because for thirty-one years we have made a specialty of one class of goods—the reliable. As to prices, is it not reasonable that we, as specialists in reliable goods should be able to buy quality and sell quality lower than shops that merely dabble in quality for the sake of effect? Our stock has been carefully gone into, and we can say that the assortments were never larger and time was never more propitious for a satisfactory buying. Orders by post have careful attention, and catalogues and particulars are gladly furnished inquiries.—*Dawson & Co., Sydney, Aus.*

Jewelry. Little luxuries priced as low as if they were necessities. Every article of the same fine quality as if the best jeweler's name was on the box, but at much lower prices.—*Geo. B. Peck Dry Goods Co., Kansas City, Mo.*

An up-to-date jewelry store is the best place in the world to get suggestions for presents. The stock and the prices are so varied that every taste and every pocket is likely to be suited. We have many inexpensive but dainty little novelties here which will make excellent gifts. This is the place where you can get just what you are looking for. Our stock never gets low.—*Stewart Dawson & Co., Melbourne, Aus.*

The latest fashionable engagement ring. Very fine. Brilliant enough to cut any heart.—*L. W. Sweet & Co., Brooklyn, N. Y.*

Pins and pins. While waiting in a New York store one day last week, an observing man noticed and counted the small pins worn by a smartly dressed woman who was standing at one of the counters. There were fifteen pins in all—four on the front of the waist, four on the cuffs, three on the neck band and four on the belt. Fifteen is maybe a large number for every-day wear, but still—pins are being worn this season more in number than ever before. Our stock shows the newest ideas—in pins for the belt, the collar, the cuffs and the waist. There are pins of gold and pins of silver; pins round, pins oval and bar pins. Prices range from 30c. up to \$8 each. Come in and see the line.—*C. E. Gifford & Co., Fall River, Mass.*

Art and poetry have always had some of their highest forms of expression in jewelry and the precious stones. The

creations of the twentieth century prove this time honored rule in an almost absolute perfection of design and workmanship.—*Arthur M. Field Co., Asheville, N. C.*

We always sold jewelry—in fairly intelligent fashion and always with guarantee that we stood ready to make good; but one can't give gifts "subject to guarantee." A gift must be right of its class—its bulk cost isn't the standard of judging. So we changed our tactics, and we installed experts—known country-wide—at every corner of the business. In a couple of years our store has won a splendid clientele who know that the Gimbel jewelry store stands for these things: Vast assortment gathered here and abroad. Trustworthy goods; subject to every test—Exclusive things—as particularly fine stones and ornate mountings. Inexpensive jewelry—gold, if we say so; and many Paris oddities that generally are not gold. We have a clientele who know, that, better than a guarantee to be made good, the jewelry we sell is good—is givable.—*Gimbel Bros., Philadelphia, Pa.*

It pays best to offer our customers the best style, finish and quality of *jewelry* of all kinds. Our new spring stocks are well selected and represent the latest designs and most artistic styles for the fastidious purchasers as well as the popular styles for all. We call your attention to our new showing of diamond rings, gold and gold filled watches, wedding rings, signet rings and a complete line of novelties in gold, silver and cut glass. Don't fail to see our display.—*LeBron Jewelry Co., Montgomery, Ala.*

Gold rings. It is worth while in buying a gold ring to know that you are getting one that is absolutely dependable. W. L. & Co. solid gold shell rings, which we have sold for years, are fully warranted for five years. If in any way one proves unsatisfactory we will give you a new ring for it. Rings for babies, children, women and men. Some set with opals, garnets, amethysts, sapphires, emeralds, turquoise, pearls and rhinestones; both imitation and genuine settings. There are also signet rings, chased rings and plain rings. Now on sale on Grand Aisle Table at these prices.—*Hahne & Co., Newark, N. J.*

You will notice at a glance that our stock is above the ordinary, commonplace *jewelry* found in most stores. In other words the Williams' jewelry is the kind that up-to-date people demand. Our prices are right.—*A. F. Williams, Trenton, N. J.*

JEWELRY

Weddings. Antiques for wedding gifts. To many young people an antique would be more acceptable than anything new as a gift. For several years we have been accumulating what is now quite an interesting collection of useful and ornamental pieces. We have them in metal, wood and porcelain. We invite your examination. Take elevator to second floor.—*Wansless & Co., Toronto, Can.*

Between now and June the blushing bride and sweet girl graduate will command the greatest attention. The perplexing problem of what to give finds an easy solution at the Hartdegen store, where worthy qualities in diamonds, jewelry, silverware, cut glass and art goods are assured, where the assortment is satisfying and where prices are pleasing. Our under-price table is a permanent feature and provides many worthy and suitable gift things at a snug saving. Many people are paying close attention to the under-price table. It's in the rear.—*Hartdegen, Newark, N. J.*

Lucky Swastika jewelry. Notice how many people are wearing the Swastika—that curious cross-eyed symbol. It's a "sign of welfare," an emblem of good luck, as old—well some say it's the oldest symbol in the world. Get a Swastika. Brooches, charms, cuff links, belt pins, scarf pins, waist sets.—*Oberlin Bros., Fresno, Cal.*

Mourning jewelry. If you are interested in mourning or jet jewelry we invite you to call and see our summer stock which has just been received. It is unsurpassed in point of variety and value at the prices asked. We suggest, belt buckles, back combs, bead necklaces, bracelets, new design barrettes. Ask to see our new mourning stationery and visiting cards. Mail orders properly and promptly filled.—*LeBron Jewelry Co., Montgomery, Ala.*

Dingwall jewelry. We have the distinction of being the only jewelry house in the West having a fully equipped jewelry factory and employing a complete staff of stone setters, ring makers, jewelers, engravers and repairers, each of these being a separate branch. It is in this factory that "Dingwall" diamonds are mounted. "Dingwall" jewelry made, engraving and repairing done. We would deem it a pleasure to show those interested in the art of jewelry making through our workshops.—*D. R. Dingwall, Ltd., Winnipeg, Can.*

Store full of wedding gifts. Have you ever thought that almost every article we sell is suitable for a wedding

gift? Not only that but every article you buy from us has an artistic value far beyond the actual cost, and far preferable to some article of utility only. It is a matter of pride with us that a gift is frequently more highly prized because it came from our establishment. A lady patron described our store as "The Wedding-Gift Store," and we have always been pleased with her title for us.—*LeBron Jewelry Co., Montgomery, Ala.*

Many men make a hobby of their shaving outfit. To such persons we offer the most complete line of razors, strops, hones, etc., ever shown in this city. We have a fine stock of American, English, German and Swedish razors. All the leading styles of safety razors, in cases, of all kinds of combinations. Shaving brushes from 20c up to \$1.50 each. Razor strops and hones in twenty-five or thirty styles, in prices from 25c to \$2.00 each.—*W. B. Miller & Son, Springfield, Ill.*

The Seventh Street Store is showing a particularly attractive line of new goods this spring, and we are especially proud of a recent purchase of hat pins, waist sets, etc. There is no finer assortment or more reasonably priced goods in this or any other city. The difference between Market street rents and Seventh street rents is easily apparent in the price mark of every article.—*W. L. Roberts, Wilmington, Del.*

Bead bags specially priced. Our Mr. Belt-and-Bag man brought these from a town away over in Germany where they have been making bead-work for years and years—they have a statue erected to the women whose skill helped to make the art famous there. Because we brought them across the seas ourselves, we can offer them to-morrow far below value.—*Strawbridge & Clothier, Philadelphia, Pa.*

A grand collection of beautiful gifts. Quality is the great leverage in every honest comparison, and we always get the credit of being the lowest price house in our line. The prices are irresistible, in fact they spell economy in its truest form. Call and see for yourself at—*Gainer's Jewelry Store, Troy, N. Y.*

Our superb array of jewelry and watches makes buying easy. Everything is in perfect taste, and everything may be fully relied upon. We sell you nothing we don't know all about, and we tell you all we know about the goods we sell you. Prices reasonable.—*H. G. Shupp, Wilkesbarre, Pa.*

JEWELRY

January diamond sale. If you contemplate the purchase of a diamond or fine diamond jewelry in necklaces, pins, pendants, rings, studs, scarf pins, etc., we will be pleased to have you call and look over our large stock and get our discount prices. On account of our location and small expense we can make prices that no other house can. Call and be convinced.—*H. F. Legg & Co., Minneapolis, Minn.*

Cause and effect have to be carefully explored, sifted and analyzed in all matters of importance. When you want to buy diamonds, watches and silverware there is some cause for the want. Something you are cognizant of has the effect of your acting on such knowledge and buying of us. Our fine stock is a cause and our low prices are the effect that gives us your patronage.—*M. J. Kennedy, Schenectady, N. Y.*

Customers of our jewelry store are protected against extravagant prices by our early purchases of gems and precious stones before the last important advance in cost. Unless you have inspected the new diamond jewelry now being shown here, and made comparisons with diamonds of equal quality, you will not be able to appreciate what this protection in price fully means. Feel free any time to ask us to show you the unmounted gems shown only upon request in the little diamond room.—*The John Wanamaker Store, Philadelphia, Pa.*

Exquisite designs in jewelry. Gift seekers will find in our stock an assortment equal to any in the large cities. It's necessary for us to carry a large stock to meet the demands of our customers. If you desire jewelry that's different, something besides commonplace designs, come here. A deposit reserves anything you may select.—*A. F. Williams, The Jeweler, Trenton, N. J.*

Rings. Great Christmas stock. Now and always rings are the gifts which women like perhaps best of all. Of course there is a great stock here, for babies, girls and boys and men and women. This little list can no more than hint at the variety. Your own good judgment when you see the rings will show you what are the values. Signet rings are especially popular this year, and if they are to be engraved, they should be bought now.—*Frederick Loeber & Co., Brooklyn, N. Y.*

We are now showing a variety of the styles now fashionable. They are in solid gold, and there are many different patterns of the close and the open curb—in both Dickens and Albert chains.—*Johnston Bros., Montreal, Can.*

Wedding rings and presents. The quality is absolutely the finest and guaranteed; initial stamped on the inside of each ring.—*E. J. Hyde Jewelry Co., Spokane, Wash.*

JEWELRY

JEWELRY—CLOCKS

A clock that runs more than a year without winding. It is a clever German idea, this clock that with a single winding will run for four hundred days. One needs to be careful that it is properly set up to begin with, but after that the clock will do its duty steadily without further attention. It is under a glass case, so that the very interesting mechanism may be open to view; and almost every one who sees it wants to own one.—*Fred. Loeser & Co., Brooklyn*.

Do You Need a Clock?—One would make a "timely" present for your wife. We believe we have the finest line you have ever looked at.—*Millard F. Davis, Wilmington, Del.*

Clock Prices Cut in Half.—We have gone through our stock of wood clocks in our first floor showroom and chipped a big piece off the price of each. We have carefully overhauled them and repolished the cases, so that every one will be a satisfactory purchase. We have no space in our cases to show them—that is the only reason we have for cutting the prices in two, and they should quickly find new homes to regulate.—*Stewart, Dawson & Co., Sydney, N. S. W.*

The clocks in house are very potent in making the first impression when one enters. Think of this when you go calling again, and notice the clocks in the houses you enter. You will be surprised how much they tell of the character of their owners. We want you to get interested in clocks. They are very attractive and interesting in many ways, both useful and ornamental. We are clock wise and can tell you as well as show you all about them.—*L. B. Moore, Denison, Tex.*

We don't know whether all clocks are right as to time, but we do know that this is the right time for clocks and that our clocks keep time with regularity and accuracy. We have our own importation of Swiss made clocks.—*Eagle Drug Co., San Diego, Cal.*

Wouldn't a cuckoo clock make a pretty and useful gift for a June bride? Odd and unique out of the ordinary; and they are splendid timekeepers, too.—*Feagans, Joliet, Ill.*

These chilly mornings when it is almost impossible to arouse yourself from slumber's tight embrace, you should en-

joy the comfort of being awake on time by using one of our alarm clocks.—*Albert Pfeifer, Little Rock, Ark.*

While a hall clock is a luxury which anyone can do without, yet we do not know of any investment in furniture that will bring more satisfaction than the purchase of a clock of this kind. It is very ornamental, contributing as much or more to the furnishing of a hall as any article that could be put into it. It has a guaranteed time keeper that will last a hundred years, while every part is as well made as though it cost five times as much. Our price is \$40.00.—*The Vincent-Barstow Co., Cleveland, O.*

Grandfather clocks. Old-fashioned clocks are the fad. Modern homes are incomplete without grandfather clocks. The oldest of our readers will remember the massive timepieces that marked the fleeting moments of childhood. Such clocks are now sought for as a necessary piece of furniture in fashionable residences. We have secured from various manufacturers the finest specimens of grandfather clocks that are to be had. They include various styles and finishes. Some of them are open to the floor; the lower parts of others are utilized for books or bric-a-brac. The works in nearly all of our clocks are of the celebrated Seth Thomas make or of the best imported makes. The frames are substantial and lasting. The movements are calculated to be the same and to wear indefinitely. These clocks are finished in mahogany, golden oak, Flemish oak, weathered oak, etc. Some are built to hang on the wall; others are designed to stand upon the floor. The illustration shows one of the many styles we have secured.—*Barker Bros., Los Angeles, Cal.*

Always on time wins respect. It has gained a reputation for our watches and clocks that we feel proud of. While we consider the movement the most important part of a watch or clock, beauty, too, should be considered. Our selection of time pieces are marvels of artistic skill in design and finish. They must be seen to be appreciated. If in need of an alarm clock get one of our Tattoo alarms \$1.50. The best intermittent alarm made.—*Jos. J. Considine, Lebanon, Pa.*

JEWELRY—CLOCKS

JEWELRY—DIAMONDS, PEARLS

Oriental pearls. A large and beautiful collection of pearls has just been received from our eastern buyer. Pearl jewelry is fashionable for brides and bridesmaids' gifts. We suggest: Ring No. 2038.—Five fine pearls at \$40.00 as a suitable gift of the groom to the bride. Special wedding jewelry made to order.—*D. R. Dingwell, Ltd., Winnipeg, Can.*

Buy a flawless diamond of the first water and you have an investment whose value can never depreciate through time or circumstances. You are perfectly safe if you buy diamonds here. We sell only perfect gems—noted for their depth and brilliancy.—*J. Abramson, Los Angeles, Cal.*

Of all jewels the most sought after and most highly prized is the diamond. Our resplendent stock of jewelry contains an enticing array of this gem of gems, but the less costly pearls, opals, garnets and amethysts have not been slighted. Fine stones in the finest of settings are in our cases for your admiration and choosing. Beautiful pieces of every description in plain gold and silver. We make a specialty of fine time pieces for pocket or shelf. Elegant designs in all sorts of solid silverware, plated ware also.—*LeBron Jewelry Co., Montgomery, Ala.*

Diamonds are still advancing in value. These long summer days are good ones for buying diamonds. You have the best possible light in which to judge and compare them and plenty of time to do so. We have a very large stock of them on hand, most of them bought far below the present market prices. We have in some of the newest, most up-to-date mountings, and think we can prove to any one interested that now is the time to buy.—*L. B. Moore, Denison, Tex.*

Diamonds. There is nothing more attractive in society than beautiful gems. Nothing points out your position in the world more than the wearing of diamonds. If you are anxious to get in the best set, why just come in and choose your own setting, we have diamond brooches, rings, pins, diamond set watch cases, etc., at prices that place them within your reach.—*A. G. Carter, Winnipeg, Can.*

Smooth sailing after once establishing yourself as to the proper place to buy diamonds, the finest imported. We find that satisfied customers are sending their friends to our stores and we are making customers all over Florida. Only the finest diamonds, quality the best, prices the lowest. Ninety dollars in cash given for a diamond you pay us one hundred for.—*Hess & Slager, Jacksonville, Fla.*

JEWELRY—DIAMONDS, PEARLS

Give a diamond. It has what every present should have, sentiment and intrinsic value. Never grows old; more valuable as the years pass. If it is bought here you are sure of a fine stone at the lowest prices to be found anywhere. That's the Mitchell reputation. Every stone backed by our guarantee.—*Mitchell's, Philadelphia, Pa.*

Diamonds. We believe that we can convince any unprejudiced person that it is worth their while to purchase their diamonds here. The mounting of diamonds is an important matter, and we not only have a large selection, but we mount the stones in any way desired; thus your ring or pin may have an individual character, which the ordinary mountings lack. Our prices are lower than are to be found elsewhere in diamonds of fine quality.—*R. J. Riles Co., Jacksonville, Fla.*

Good diamonds. Even after every one has had his say about diamonds, the quality of our gems still remains unsurpassed. For purity, brilliancy and reasonableness of price we cannot be outdistanced. Personal selection from the best sources, small expense and no duty account for our splendid values. Try us for diamonds.—*Wanless & Co., Toronto, Can.*

We call the attention of diamond purchasers to be particular to quality rather than price. Confidence is the most essential part in buying diamonds. No one can undersell us, provided quality and quantity being equal to that guaranteed by us. Call and see before making your purchases.—*E. O. Zadek Jewelry Co., Mobile, Ala.*

Diamonds retain their popularity among polite people. In our collection we have some that are absolutely "gems," and we invite your inspection. It is really a treat to look over our unset stones and when you are shopping, call and examine them.—*Bonnet, Columbus.*

A mere glance at a good diamond is ample to indicate its quality. This can be in truth applied to any one of the stones you may chance to examine in our large collection, all laying equal claim to your admiring exclamation: "Isn't it a gem!" Our prices are the lowest at which fine stones can be sold for.—*G. F. Hutcheson, Charlottetown, Can.*

A form of diamond security. Diamonds come from the cutters in melange lots, that is the diamonds differ materially in quality and accuracy of cutting. The dealer must know how to classify the diamonds, or some of his customers will pay too much for some grades.

JEWELRY—DIAMONDS, PEARLS

Many dealers lack the skill to grade properly, others do not care. We guarantee the grading of our diamonds, and in order to do this each lot is subjected to two inspections, one by the head of our diamond department, the other by Mr. Brodnax. It is practically impossible that any error should get by both. This is but one of many ways in which we safeguard the interests of buyers.—*Geo. T. Brodnax, Memphis, Tenn.*

Particularly at this time of the year we have for the inspection of buyers and visitors, one of the most extensive stocks of choice diamond and precious stone jewelry in America, artistically mounted after original designs belonging exclusively to this house. Persons who have no thought of purchasing, but are interested in precious stones, and the art of their appropriate setting and treatment, are as welcome visitors as those who come with purchases in view.—*Henry Birks & Sons, Montreal, Can.*

When we give you our word regarding diamond, you can positively rely on it. As experts of lifelong experience and as extensive dealers in these gems, we are in every way equipped to give perfect satisfaction in quality, style and cost.—*Hansel, Sloan & Co., Hartford, Conn.*

Don't be fooled by jewelers who try to sell you genuine diamonds at high prices, with the argument that they are a good investment and that you can always realize within a small percentage of their cost. How many have tried this experiment only to discover, when they were compelled to part with their jewels for cash, that \$20.00 was all they could realize on a diamond that cost \$100.00. If you want to invest your money, buy government bonds or something equally as good. If you want diamond jewelry for ornament, buy Lucios gems, they have all the luster, color, fire and brilliancy of the genuine old-mine gems. They will stand every test of the genuine, and will preserve their brilliancy forever. We guarantee them to do so.—*Lucios, Toronto, Can.*

Diamond Purity.—In the selection of a diamond, size is only one of many considerations. Purity of color and freedom from flaws are very important elements, as also are shape and style of cutting. The most important feature, we think, in buying diamonds, is the source you procure them from. We buy direct from the cutters in Amsterdam. This enables us to give our customers the choicest of gems without having to pay the fancy prices.—*R. A. Dickson & Co., Montreal, Can.*

Pearls as spherical as miniature billiard balls. A pearl unevenly shaped—however choice otherwise—cannot be admitted into the "select company" of Diamond Hall's ring trays. Ryrie Bros.' pearls are perfect in color, shape and luster. When combined with diamonds, each gem adds to the other's beauty.—*Ryrie Bros., Toronto, Ont.*

Read what an authority says—People cannot understand why diamonds do not come down in price. Unless some new diamond fields are discovered they will never come down, and I think that proportionately they will go as much higher in the next ten years as they have in the last ten years. The reason is this: Ten years ago it took less than one-third of the effort to produce diamonds that it does to-day. In other words the strata of blue ground in the Kimberley Fields that were then worked were so prolific that diamonds were found practically on the top of the earth. After the very prolific strata were worked out and it was necessary to go down a little deeper into the earth diamonds were not quite so plentiful, and to-day it takes at least three times the effort to produce the same amount of stones it did ten years ago. Pearls are also going up in value at a rapid rate.—*Stewart Dawson & Co., Sydney.*

Diamond loveliness is a uniquely brilliant and valuable form of beauty, but one from which impurities detract immensely. We look sharp for quality and insist on purity when selecting our gems. A large and choice stock of diamonds now on hand.—*John M. Frear, Binghamton, N. Y.*

There are no bargains to be had to-day in any grade of diamonds—why, simply because their value is advancing, not decreasing. Of course, there are grades and qualities in diamonds—you can buy diamonds at different prices per karat—but, high or low, price is always based on quality and color. Selling as we do but one grade of diamonds, the very best, you will find that our prices are fair and honest—lower than we can ever expect to replace the same goods in our stock—lower, we assure you—quality considered—than you can buy elsewhere. We invite the most critical expert criticism—as to our prices and the high grade quality of our diamonds. The strongest written guarantee goes with every diamond we sell.—*Montgomery Bros., Los Angeles, Cal.*

Anticipating this rise in the cost, we bought largely of diamonds early this year in Amsterdam and London, securing

them at the old figures, and consequently there will be no change in prices here this season. Only the highest grades and only perfect stones.—*Wanamaker, Philadelphia, Pa.*

Diamonds of every size and mounted in every style, correctly cut—to suit every purse. Variety in everything but quality. Jaccard's diamonds are ideal graduation gifts. However, there is but one price to everybody for every article at Jaccard's, Kansas City, Mo.

Among the recent purchase of diamonds on display at the De Wolfe store are several stones that are as rare gems as the old Liberty Bell is a rare relic.—*The De Wolfe Store, New Bedford.*

In buying a diamond, the first thing to decide is, do you want a cheap stone (that is a diamond that is imperfect or bad color), or do you want a first quality stone? A stone that you can show with pride and know that you have the best. If you want the cheap kind I have not got it; if you want the best then see me. I have handled this kind for many years in Marion, and will guarantee that I can sell you this class of diamonds as low as any firm in the State. I give back your money less ten per cent. any time within a year.—*Phil Diels, Marion, Ind.*

Bringing over our own diamonds unmounted lets us start with the lowest possible cost; selling them without extravagant profits (which is always the rule of this house) keeps down the final cost to below the average. The mountings are the latest and are done by the most expert workmen. The variety in rings, pins, brooches, necklets, etc., is now large.—*Wanamaker, Philadelphia, Pa.*

It is possible that you have wanted to buy a diamond ring for yourself for a long time, and you've put it off just because the ring you wanted entailed too big an outlay. If that is so, or if for any other reason you are interested in diamond rings just now, we urge you to come in and examine our collection.—*Bloomingdale's, New York, N. Y.*

Americans are the greatest diamond purchasers in the world. They insist upon quality. Naturally, therefore, their love for the precious gem leads them to closely study the stone, until to-day they hold the prestige as the world's greatest diamond connoisseurs. Their invariable decision in according first place to a Birk's diamond is an assurance of the utmost importance to Canadian diamond purchasers.—*Henry Birks & Sons, Montreal, Can.*

JEWELRY—DIAMONDS, PEARLS

Diamonds of unquestionable quality, mounted in the newest settings, constitute a special feature of our large stock of fine jewelry.—*Berry & Whitmore Co., Washington, D. C.*

We do not intend to lose money in closing out our stock. Although we may lose a little before we get through, our plan is to sell the goods for just what they cost us, without any attempt to make profit or loss, so that when our doors close for the last time we can say, "We are even." Have you noticed the way diamonds are going?—*Lissner & Co., Los Angeles, Cal.*

Diamond experts send their friends who want to buy diamonds to us. They know that good stones cannot be bought anywhere in America as advantageously as here. We are satisfied with moderate profits and are not compelled to tack on an extravagant percentage to pay big rents and store expenses.—*Mitchell's, Philadelphia, Pa.*

It is conceded by our ablest financiers that there is no better or safer investment for money than in diamonds. In the past eight years diamonds have increased in value more than eighty per cent., and the movement is ever upward. Experts claim the present year will see an advance of twenty per cent. No other investment that takes on no shadow of risk offers such inducements. In comparison with deposits in savings banks, the advantage is many fold, for not only is the return much greater, but the property remaining in your own possession, renders the security absolute, and convertible into cash at a moment's notice.—*The Rushmer Jewelry Co., Pueblo.*

Your husband's dividends are to be paid this week, and he'll be looking for an investment, likely. Now, why not suggest the purchase of diamonds? They increase in value at the rate of 10 per cent. a year, have done so for ten years and will do it for another ten years. We are prepared to demonstrate the fact to him or to you. Incidentally you will doubtless get the benefit of the wearing of them. Just now we are selling our last year's purchases still at last year's prices. Why not drop in and see? Our private diamond room insures quiet and privacy.—*C. L. Byrd & Co., Memphis, Tenn.*

When you buy a diamond you must be sure and get it from a dealer you can rely on. When you buy a diamond you must have quality first, price second. When you buy a diamond at Howell Bros. you are sure the quality and price are both right.—*Howell Bros., Windsor.*

JEWELRY—DIAMONDS, PEARLS

A pure white diamond when bought at the right price is one of the safest investments for your money you can find. We have nothing but first class stones. We buy cheaper than the ordinary dealer and are enabled to offer you far better values than is possible elsewhere. Think it over.—*O'Maley, Denison, Texas.*

Buying gems is a matter of confidence. Most people cannot accurately determine for themselves the value of precious stones. It is important to know the store you buy from—what their guarantee means. To-day some suggestions of diamonds and pearls.—*Wanamaker's, Philadelphia, Pa.*

Our Diamond Jewelry is always full of interest, and beautifully illustrative of what Diamond supremacy means. The high qualities, exceptional designs and reasonable prices, as well as our vast assortment, have contributed much in making this store so attractive to lovers of fine Diamond Jewelry.—*B. & H. B. Kent, Toronto, Can.*

Buy a diamond with your savings. It will beat real estate. Diamonds have advanced 65 per cent. in the last two years, and are still going up. We have some inside information about diamonds, as well as a very large stock of the real thing. Come and let us show and tell you all about it.—*L. B. Moore, Denison, Texas.*

Our expert diamond setter has had 20 years' experience in mounting stones. This experience has been gained in the best shops of the country. You may believe that a man doing that kind of work and doing it for this period has gained deftness and skill that few workmen can have. Further, he has all the latest improved diamond setting tools to work with. All diamonds need resetting at intervals, and new work, of course, must be rightly done. Those who require diamond setting will understand, we think, the necessity of bringing such work to us.—*Brodnax, Memphis, Tenn.*

One often hears that certain colored precious stones are in vogue, and that in consequence of the demand, and also of the limited supply, the price is rapidly advanced. That is especially true of the emerald and ruby. But that advance affects very few people. The average buyer, here or elsewhere, of precious stones, prefers a diamond to any and all others. We certainly sell fifty diamonds to one colored stone. Diamonds have advanced, and are still on the rise, but it does not seem to affect the demand.—*Hight & Fairfield Co., Butte.*

Securing our diamonds at first hands in the diamond markets of Europe, coming personally in contact with the leaders of the De Beers syndicate, we naturally know pretty exactly the condition of the diamond business and can give expert advice if you care to have it. For this reason we said publicly a week or so ago: Put your Christmas money in diamonds, because they are a wise investment; buy diamonds at this store because with our inside knowledge of the coming advances in cost we laid in a supply of diamonds not yet charged with recent advances. This expert opinion we now repeat. It is backed up by the diamond experts of the world, who predict a steady rise in the cost of diamonds for some years to come—simply because the supply is constantly falling short of the demand.—*F. Rolshoven & Co., Detroit, Mich.*

Bright and sparkling gems are always a pleasure to look at. Nothing adds to one's dress so much as a fine diamond, ruby, emerald or precious stone of any kind.—*Sommer & Pierik, Springfield, Ill.*

Diamond rings for autumn.—Engagements are as acceptable to the fair sex then as at any other time. Cupid has all seasons for his own. That is why we keep always in stock a nice selection of engagement rings. If you are interested, come and see what we can do for you.—*P. H. Lochicotte & Co., Columbia, S. C.*

We sell only "gem diamonds." No matter what price you pay us for a stone, be it big or little, the quality must be of the same high grade.

The difference in the size of the stones alone makes the difference in price.—*Henry Birks & Sons, Montreal, Can.*

Diamonds don't cost as much as many persons think. Nearly everyone can afford to wear a diamond because they are really good investments when purchased by the "Jaccard Way." Stop at The Diamond Shop and see how little money it takes to buy a diamond.—*Jaccard Jewelry Co., Kansas City, Mo.*

It's a "gem of purest ray serene" if you have been thoughtful enough to purchase it at Shaw's.—*M. W. Shaw, Galveston, Tex.*

Brodnax Diamond Plans. Any demand diamond bought of us will be bought back at any time within a year at full purchase price less 10 per cent. You can buy and wear a good sized diamond for a year and then return it if desired; the pleasure and benefit of wearing it for the year costing you but a few cents a week. We have a cumulative purchase plan, whereby any one can invest his savings in a diamond, get as large a one as he wishes and have diamond to wear from the first day. Call or write for our diamond book.—*Geo. T. Brodnax, Memphis, Tenn.*

The glory of diamonds.—The glory of the diamond never pales, its iridescent fire never dies, its lovely radiance is perpetual. We have been selling diamonds

JEWELRY—DIAMONDS, PEARLS

for nearly fifty years. We know diamond values, and through the facilities our long experience has made we are able to undersell any other house in the State. Comparison proves this. Here is one of the largest collections of diamonds and other precious stones in the country, both in the loose gems and in the latest art designs of settings. Every diamond thoroughly guaranteed pure in color and perfect in cutting—with a price-saving of fully 25 per cent.—*F. Rolshoven & Co., Detroit, Mich.*

Bright and sparkling gems are always a pleasure to look at. Nothing adds to one's dress so much as a fine diamond, ruby, emerald or precious stone of any kind.—*Sommer & Pierik, Springfield, Ill.*

Diamond rings for autumn.—Engagements are as acceptable to the fair sex then as at any other time. Cupid has all seasons for his own. That is why we keep always in stock a nice selection of engagement rings.

If you are interested come and see what we can do for you.—*J. T. Allen & Co., Richmond, Va.*

A mere glance at a good diamond is ample as indicating its quality. This can be in truth applied to any one of the stones which you may chance to examine out of our immense collection, every solitary stone not falling one iota short of deserving the appellation—"a gem." And equally emphatic will even those of moderate cost prove.—*B. & H. B. Kent, Toronto, Can.*

Rich, rare gems on credit terms. Progress is a sign of success. We've installed on an elaborate, princely scale the rarest collection of genuine jewelry ever offered outside of a specialty house. No man or woman can afford not to wear the costliest gems on the basis we sell. No bank on earth offers you as much as Hecht's part-payment privileges in diamond buying. Your purchases never lessen in value—diamonds especially will steadily improve with each succeeding year. One of the best authorities in the history of Maiden Lane is our jewelry buyer and expert. We sell nothing that we can't guarantee.—*Hecht's, New York.*

Are you in love? If you are you may need an engagement ring later on. Better get one now. You'll save \$11 if you do. Nothing could give any woman's heart more pleasure than a genuine diamond ring. And a genuine diamond is the only kind of engagement ring you should bestow upon her, you know. This is the greatest diamond bargain you have ever been offered.—*Isaacs, Pittsburg, Pa.*

Better diamond values.—Diamond supremacy means much to our patrons and likewise considerable to us. It not only enables the selling of better grades at minimum prices, but gives us control of a large and growing business.—*B. & H. Kent, Toronto, Can.*

September Sapphires.—The engagement ring will be more acceptable if it bears the name of "Birks."—*Henry Birks & Sons, Montreal, Can.*

Come! See how they sparkle!—*De Mora Diamond Palace, St. Paul, Minn.*

Every diamond good. Throughout the entire part of any single jeweled design taken from our stock you will find but the one high quality prevails. It is this universal regard for diamond purity that has helped to build the enviable reputation we enjoy to-day in the selling of diamonds.—*B. & H. B. Kent, Toronto, Can.*

Diamonds, as you all know, have soared in price until they are now well nigh prohibitive. We have a very extensive line of these sparklers, all perfect gems, which were bought right, and our price

JEWELRY—DIAMONDS, PEARLS

is right, but during this sale, this money-raising clearance sale, we shall offer our diamond stock at fully as low prices as we can buy them at the importers.—*The De Wolf Store, New Bedford.*

Bridal gems.—There is a brilliancy which attracts the eye for a moment—both in people and in gems. There is brilliant quantity, which has also depth and genuine worth! Our diamonds, suitable for bridal gifts, or for your personal use, possess the brilliancy which attracts and intrinsic worth of unvarying value. A good investment—a pleasing gift.—*J. T. Allen & Co., Jewelers, Richmond.*

Great sale of exquisite diamond jewelry. This special sale offers the greatest chances ever known for extraordinary value getting in fine diamond jewelry. Prices are 40 per cent. below market values, and this in spite of the continued advance in the cost of precious stones. Only room here for a few quotations, as the stock includes brooches, pendants, earrings, scarfpins, lockets, rings—in fact, everything conceivable in diamond jewelry.—*Bloomingdale's, New York.*

Three pearls. The pleasure of owning a beautiful ring is scarcely greater than the pleasure of giving one. We have three pearls in a 14k. hoop ring; they are perfectly round and of that exquisite luster which gives a pearl its value. The price is \$40.—*O. B. Knight & Co., Winnipeg, Can.*

Diamonds and diamonds. Like many other things, diamonds are good, bad and indifferent. Everyone wants a good diamond and wishes to be positive that he has a good one. Our stock of diamonds represents the best. We have stood for and maintained quality for sixty-seven years in Toronto, and we stand for it to-day. A Wanless diamond has character, and that is what you want. Close buying on our part, personal selection and the fact that diamonds enter Canada free of duty—these, with our assurance of good quality, should be strong arguments why you ought to consult us for diamonds.—*Wanless & Co., Toronto.*

The bride who receives a check as a gift will naturally seek to invest it to the best advantage. We suggest diamonds—because they never decrease in value, but on the other hand pay far larger interest than the greater majority of investments. "Ryrie" diamonds are carefully selected from the cutters in Amsterdam, and are admitted into Canada duty free. And then we are the largest importers of gems in Canada, which means a distinct saving to you.—*Ryrie Bros., Toronto, Can.*

JEWELRY—REPAIRING

An engineer on a locomotive oils his engine a number of times every day, and the engine rests half of every day. Your watch runs days and night, continuously, but when did you have it oiled? Are the delicate pivots grinding away on dry jewels, to their destruction? Are watches so cheap that you can afford to have yours lose all its good time keeping virtues by neglect? Bring your watch to me, before the injury goes further. There may be excuse for its poor performance of late. I will examine it, and congratulate you if it needs no attention; and if it does, you shall pay for no more than is necessary to restore it to perfect health.—*DeWolf, New Bedford, Mass.*

Don't you go to a competent physician, in whom you have confidence, when you have an ailment and expect relief? Isn't it just as essential, in a smaller way, to know who is the best jeweler, the most competent watch-physician? We give especial care to our repair department—remount diamonds and other precious stones with skillful exactness. All our repair work is at lowest possible cost consistent with excellent workmanship.—*R. Ashby, Colorado Springs, Col.*

Jewelry repairing is an important branch of our business—we give careful, painstaking attention to it. We give especial attention to repairing fine watches—the kind that need extra careful adjustment. We try to have our work give satisfaction—such as will win your confidence if you leave your repairing with us. We want you to be satisfied first, last, and all the time.—*Lumsden, Richmond, Va.*

Genuine jewelry can be purchased here cheaper than elsewhere. This implies everything that good taste and good buying can possibly suggest. Suppose your watch is out of order. Just let's look at

it. It certainly will be in better shape when returned; and if it isn't you know our reputation for making good.—*Jud S. Newing, Binghamton, N. Y.*

Refurnishing sale of silver-plated wares. Housekeepers who are going over the supplies for summer cottages will be glad of the opportunity to secure these artistic wares so much below their original cost. Many careful people do not take their solid silver to the country, and there is little reason for doing so, when plated wares are so handsome, and their cost so small as now. The variety of pieces and designs is quite large. The prices are a quarter to a third below the real values of the wares. When your silverware needs repairing our facilities are at your service.—*John Wanamaker, New York.*

Expert watch and jewelry repairing.—If your watch or clock needs doctoring up, bring it to the Silverware and Jewelry Store, and we will put it in fine running order. If it's the clock, we'll send for it, repair and return it without inconvenience to you. We do fine jewelry repairing as well and do it right here in the store. When you bring us a fine stone to be reset, you run no risk of its being sent outside to be mounted. It doesn't leave our hands—a point to be remembered.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

See that your jewelry is in good repair. It's a good time to look over that necklace or brooch. There may be a jewel that needs tightening. Perhaps you would like that diamond reset—you'll want it displayed attractively at the Governor's Ball. We make a specialty of reconstructing and cleaning jewelry, diamonds, etc. We'll not over-charge you, either.—*Philip H. Stevens, Jeweler, Hartford, Conn.*

JEWELRY—SILVERWARE

Mr. Gadd—“The Poormans celebrated their silver wedding last night.”

Mrs. Gadd—“Oh! no; I saw all the presents.”

Mr. Gadd—“What do you mean?”

Mrs. Gadd—“It seems to have been a silver-plated wedding.”—*Philadelphia Press*.

Still selling silverware. Indeed we're selling silverware. More of it going out this month than ever went out during the same period before. The silverware will stand the test of time and wear, because it is the best quality plate made. The maker says so, and we back it up with our “money back guarantee.”—*T. Eaton Co., Toronto, Can.*

All eyes will be on silver now! The usual yearly sale begins to-morrow. Prices a half to a fourth less than value. Engraving done free by an expert. It is silver week, and a most important sale, and silver is streaming through the main aisle. It is good silver—every piece. Our guarantee is back of it just as surely as though you were going to pay full prices. About every useful article in silver is to be had—for the table and boudoir. All the new finishes are included; the patterns are simple, dignified and chaste.—*Hochschild, Kohn & Co., Baltimore, Md.*

Remarkable savings in choice silverware. The beauty and character of the silverware which opens up the sale here to-morrow are its own eloquence. There is but one way in which to explain these astonishingly low prices, and that is, our ability to control surplus stocks direct from the manufacturers. The sum of silverware sold here from season to season runs way up in the thousands, and manufacturers recognize our ability as a door wide open for their wares, and in the distribution of stock favors we always get our share.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Economy sale of silverware. A sale that gives you beauty of design with utility, and at prices so low as to almost question quality. But the quality is here for expert criticism. A sale that marks our ability to stand first in the ranks of worthy silver.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Handsome table silver is the delight of the hospitable housekeeper when she

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sees it decorating her hospitable table, or ornamenting her buffet and lending a tone to her dining-room. Our stock of silver is artistic, produced by the most talented designers, with every piece a gem of the silversmith's art.—*Arthur M. Field Co., Asheville, N. C.*

The silverware sale. Our Cross aisle is brilliant with the beautiful wares marked at little prices to-day. And it is not a tawdry glitter.—*Wanamaker's, New York.*

Going-away time suggests nice plated ware. Most women couldn't sleep nights in summer cottage in the country, on the mountains, or by the sea, with their fine silverware (largely wedding gifts, with all their train of recollections), in the house. Solve the problem by getting a supply of 1847 Rogers Bros' A1 silverware. Nor is this as “cheap” as it is inexpensive. As a matter of fact, the 1847 goods are of the heirloom kind. You will find them after a lifetime of ordinary care worthy of being mentioned in your will and handed down to your children.—*C. L. Byrd & Co., Memphis.*

Let the wedding gift be enduring, as it carries your heartiest wishes for home joys. It need not be expensive to be serviceable and in good taste. You will derive much pleasure from a visit to our silver room. Our display of china, cut glass and *sterling silver* is beautiful. We can offer many helpful suggestions.—*The Webb C. Ball Co., Cleveland, Ohio.*

This department has been very much enlarged and improved—the entire northeast corner of the first floor has been fitted with huge glass cases and filled with the best of silverware. The prices are so very much less than at the exclusive stores that one is apt to be suspicious. Needless—you see the name of the famous maker on each piece and you have his guarantee and that of the Palais Royal. The wear has to prove satisfactory—we and the makers are responsible for five years.—*The Palais Royal, Washington, D. C.*

Silverware, in extent, splendor and quality, the most worthy showing that could be wished for. To see our present assortment is to see everything there is produced in fine silverware.—*Hansel, Sloan & Co., Hartford, Conn.*

Best substitute for sterling silver tableware is the quadruple silverplated ware of the better grade—the only kind we sell. Manufacturers are realizing now that a good design costs no more to make than a poor one, and the patterns this year in plated ware closely approach those in sterling silver.—*Wanamaker, Philadelphia, Pa.*

“Think naught a trifle, though it small appear.”—Young's “Night Thoughts.” Nothing that proceeds from its workshops is thought a trifle by the Gorham Co., silversmiths. As much thought is given to the design, as much care to the finish of a teaspoon as of a thousand-dollar vase. The quality of the silver is precisely the same and to both the trademark gives the same guarantee of excellence.—*Gorham Co., Omaha, Neb.*

Beautify your home at small cost. Did you ever stop to think how much better and more cheerful your table would look if it had one or two little things on it?—useful things we mean. It is surprising the brightening effect a dainty dinner table has on one and how much more cheerful every one is. When you have a few minutes to spare sit down and think the matter over, then come and see what we can do for you—for very little money, too. If you can't spare the time we send catalogues. Inquiries we cheerfully answer and execute orders by post promptly and particularly.—*Stewart Dawson & Co., Hartford, Conn.*

Our superb silverware exhibit. You should see our display of silverware—both sterling and plated. It's superb. All the latest—all the best designs of America's foremost silversmiths are gathered here in one complete, glittering display. And new goods are arriving every day. We are careful to see that everything we select is distinctly out of the ordinary, and never of the “bargain sale” sort. And for this known quality you pay a price that is only just and reasonable.—*J. Wiss & Sons, Newark.*

Richly designed *toilet silver*. This store possesses rare opportunities for the gathering of unique and distinctive designs in *toilet silver*. Not alone does our assortment depend upon those designs wrought in our own workshops, rich and worthy though they be, but through our facilities in the world's markets, do we secure designs that are different from those seen in the ordinary run of trade. We invite your attention to our display. Specially noteworthy are: The hand engraved design, the Pompadour design, the Portland Bead design.—*Henry Birks & Sons, Limited, Winnipeg, Can.*

Silverware—finest quadruple plate. It's not like buying a pig in a poke buying silverware at this Eaton store—there's one absolutely safe guarantee extended to every purchaser. Every piece of plated ware sold here is the finest quality of quadruple plate. With this assurance given, Eaton prices need little argument.—*The T. Eaton Co., Winnipeg.*

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The Lancaster. A spoon and fork design that carries an artistic combination of the rose and bead patterns is found in our Lancaster *silver plated ware*. On account of the extra heavy plating of pure silver that each piece possesses, the finish is equal to that of sterling silver, while the life of each piece is guaranteed to be one of long service. "From Birks" assures quality.—*Henry Birks & Sons, Ltd., Winnipeg, Can.*

June wedding suggestions. As a wedding gift we could not mention a more suitable line than our English cabinets of fish and fruit knives and forks. These goods are a most reliable quality, made by the famous firm of George Butler & Co., Sheffield. On Tuesday we offer our entire stock at greatly reduced prices. Remember the quality is the best and they are put up in elegant style, boxed in pretty English leather gift cases.—*Hudson Bay Co., Winnipeg, Can.*

Sterling silver. This department of our business is exceptionally strong. We have the best line of sterling silver tea sets in Canada, and our stock of spoons and forks is a wonder to those who know its size. The quality of our silver is absolutely the finest; the finish is all that can be desired and our prices satisfactory to close buyers. What more could be desired? We hope to see you.—*Wanless & Co., Toronto, Can.*

Selecting wedding gifts is a poser for many puzzled people. Pardon the suggestion that our judgment and experience may be of some aid. Presents of *silver*, cut glass, art goods and china are always in order. Styles and prices right.—*Eugene V. Haynes Co., Atlanta, Ga.*

Wedding silver. There is nothing more appropriate for a wedding gift than a piece of sterling silver. It always remains an enduring and pleasant reminder of the friend who gave it. The assemblage of beautiful objects in sterling ware has been gathered with greater thought and research than ever before. To-day I am showing a varied and artistic assortment in spoons, forks, ladles, berry spoons, olive spoons, pickle forks, bon bon baskets, salad sets, cold meat forks, cake knives, etc. A beautiful and complete line of cut glass in latest style cuttings also awaits your approval.—*B. D. Loring, Watchmaker and Jeweler, Plymouth, Mass.*

Bridal gifts. Whether you are father, mother, or simply a friend of some prospective May or June bride it matters not, you will find it convenient and satisfactory making your purchase with us. We can show you an assortment comprising

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the most expensive gifts of *solid silver* in handsome cases, to be handsomely marked, as well as the simplest cut glass dish at moderate expense. Our line of bridal gifts is varied and we cater to the discriminating tastes. Gifts suitable for ushers or bridesmaids are also to be found in new and varied designs in scarf pins, brooch pins, etc.—*C. H. Chase & Co., Hartford, Conn.*

We show a splendid array of *sterling silver* in the many various articles so essential for wedding presents. Designs are richer and more beautiful than we have ever before displayed, while prices are extremely reasonable. We will appreciate the favor of a call from you.—*King & Metzger, Lexington, Ky.*

Special sale. This has proven to be a good time to sell silverware. Our prices prove it to be a good time to buy silverware. One week of unprecedented silverware offerings. Come while the sale is on and we have the goods.—*Geo. K. Munro, Grand Forks, N. D.*

We have made the most of it. All we ask is that you inspect our showing. We boldly announce that for clever, original and exclusive ideas, as well as extensiveness in variety, there is not another collection in America to be compared with what we can show you to-morrow.—*Chas. A. Stevens & Bros., Chicago, Ill.*

Sterling Silver, the Gift Idea.—In selecting a bridal gift you will find nothing more pleasing, nothing more lasting than a piece of our beautiful sterling silverware. We handle all the newest and best patterns made by the leading silversmiths of America.—*Lochman Bros., Springfield, Ill.*

Now in Progress.—Our Great Annual Sale of Sterling Silverware.—Every one who has taken advantage of the opportunities offered in our previous silverware sales will appreciate the significance of this announcement.—*Marshall Field & Co., Chicago, Ill.*

Quadruple-Plated Silverware.—Every piece quadruple plated on pure white metal; exquisite in design and faultless in workmanship, and offered at about half what the exclusive jeweler would charge you.—*Kaufmann's, Pittsburgh, Pa.*

A Clearance of Silverware.—Before stock taking we find we have more than we need of certain of the staple lines of silverware. So to-morrow prices drop about half to help us straighten out. And we shall have to sell silver not a whit better than this at the full prices later—that's the odd part of it.—*Abraham & Straus, Brooklyn, N. Y.*

For the Summer Home.—*Kayserzinn*, the new ware. It's beautiful, dainty, most artistic, very reasonable. Made in Germany of a mixture of pure silver and alloy of tin. Looks like solid silver, wears better.—*Gray & Dudley Hdw. Co., Nashville, Tenn.*

It's a common thing now to find silver sales in many stores and at many times, but it is uncommon to find such a collection of silver-plated tableware as we are showing to-day in the Arcade.—*Wanamaker's, Philadelphia, Pa.*

Give the bride sterling silver that is individually distinctive—right in weight and quality. The best goods from the best makers are kept here (or rather, sold here, for we don't keep things long)—and with quality is combined style and service.—*Lumeden, Richmond, Va.*

Useful wedding gifts are most pleasing to the recipients, especially when they possess those lasting qualities; in Sterling Silver this is a marked feature which is worthy of thought. Our stock is a revelation on suggestions, and, combined with the many new ideas prevailing, you can make your choice with great ease.—*A. Ashby, Windsor, Ont.*

We desire to call your attention to our magnificent display of silver, particularly appropriate for wedding gifts. This store has a reputation for its exclusiveness in wares, and much so in Sterling Silver. The collection of serving pieces is most exquisite.—*Charles Mayer & Co., Indianapolis, Ind.*

To-day winds up the September Silver sale; but it presents one more day's opportunity to pick up very handsome articles for presents, or for one's own use at very much below the regular prices.—*Wanamaker, New York, N. Y.*

The sterling silver now ready is in such a variety as you will perhaps scarcely credit, until you see with your own eyes. For many years our silver store has been in alliance with the best silverware manufacturers in the country, and we have an array of patterns that will delight those who are wanting thoroughly artistic gifts of intrinsic value for wedding and other presents. No firm in America can compete with our prices.—*Wanamaker, New York, N. Y.*

We have in stock a line of Silverware of very good quality that we can sell for very low prices. It is good enough for use at your Sea-shore Cottage, and will last for years. It is not the heaviest ware in the world, and it is not the lightest by any means. If you wish to equip your cottage, we can think of nothing

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that will give better satisfaction.—*Legate Manufacturing Co., Hartford.*

Those unfamiliar with our stock of sterling silver for wedding gifts will find the cream of such silversmiths as Gorham and Whiting.—*S. Nordlinger, Los Angeles, Cal.*

In the downstairs salesroom, beginning to-day, continuing Saturday, and all of next week, the sale and display of silver will furnish much profit and pleasure to hundreds and thousands of astute shoppers. The affair will reward early visitors, and it will pay late comers. We have been preparing for the sale quietly and effectively, made successful purchases of fine goods from leading silver concerns, brands of wares that rarely figure in special sales, now at reductions because of buying outright all reserve stock at special discounts, besides we have picked over our regular lines, and slashed rates to conform with the new additions. There will be several displays of articles, some of which are too great in variety for special mention, and all bearing prices that will afford great opportunities for safe investments. Four offers,—and only suggestive of others.—*John G. Myers Estate, Schenectady.*

Silver-plated knives, spoons, forks, tableware. Every variety of artistic ware, in the heavy silver-plate that means long service, is in the sale. Handsome patterns in all the good styles of finish—bright, frosted, butler, etc. This sale is second to none of the past either for patterns or prices. The housekeepers who depend upon this opportunity will not be disappointed in styles, qualities or money-economy.—*Wanamaker, Philadelphia, Pa.*

Don't shop around for sterling silver shirtwaist sets—I can supply you. Besides, you'll have the satisfaction of making your own selection from an assortment of the latest designs.—*Chas. E. Rose, Telluride, Col.*

Some Special Plated Silverware.—We have in stock a line of silverware of very good quality that we can sell for very low prices. It is good enough for use at your sea shore cottage, and will last for years. It is not the heaviest ware in the world, and it is not the lightest by any means. If you wish to equip your cottage, we can think of nothing that will give better satisfaction. Spoons, knives, forks, and a few special pieces are included. Just drop in and we will show you this ware, which we believe you will find very desirable.—*Legate Manufacturing Co., Hartford, Conn.*

A lady who had not a single piece of plated ware in her home, after making a large purchase from us, declared that it was the most beautiful in design she ever saw, and said she did not know that plated silver could be so lovely.—*The Legate Manufacturing Co., Hartford*.

There's no such thing as being limited or handicapped in your choice of a wedding present from this collection of silver. Designs are new and charming in variety. * * * The price range offers something for every purse—and every price is fair for what it buys.—*The Wanamaker Store, New York*.

Our silver-plated ware is of high grade and artistic design. Prices are as low as you pay for cheaper grades elsewhere.—*Henry Kohn & Sons, Hartford, Conn.*

Amid the beautiful surroundings of purple decorations, this sale is moving merrily along; but we can't tell how long it will present its present completeness—for the silver is melting fast. How could it be otherwise? The finest qualities in sterling silver and best quadruple plated ware are selling at prices that are one-half to one-quarter less than usual. There are many most desirable exclusive designs, well worth double the price, that are sure to be snapped up during the early days of this sale. To be sure of them shop on Monday.—*The T. Eaton Co., Ltd., Toronto, Can.*

The bride, looking over her wedding presents, always feels pleased when she gets a piece of sterling silver, for she knows it is only a short time until all her cut glass and china get broken, and pictures fade out, while sterling silver is a "thing of beauty and a joy forever." We have now the largest and most select line of silver goods ever shown in the city.—*Harvey Fritz, Oil City, Pa.*

Like our patrons, we are satisfied with nothing but the best. Superiority of quality in the metal itself, and designing that shows the highest achievements of the silversmith's craft. If you have use for such home furnishings, come to us for new ideas.—*Hansel, Sloan Co., Hartford, Conn.*

Some things will not stand looking into. Probe below the surface—only a little probing needed sometimes—and you learn how much is veneer and how little is genuine. The satisfaction in buying silver-plate bearing the brand of this factory is that it will stand lots of looking into. It is genuine quadruple silver-plate—every piece guaranteed—silver-plate that does give long wear.—*Standard Silver Co., Ltd., Toronto, Ont.*

Handsome table silver is the delight of

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the housekeeper when she sees it decorating her hospitable table or ornamenting her buffet and lending a tone to her dining room. Our stock is artistic, produced by the most talented designers, and are gems of the silversmith's art. We will be pleased to show you the latest productions.—*Chapman & Armstrong, Galesburg, Ill.*

A show of silver. No jewelry or silver store in N. Z. has ever made a display of silver surpassing that now being made in our establishment. In our show windows and in our cases is now to be seen the most handsome and artistic pieces in silver and high-grade plated ware that has ever been shown before. Silver has for more than a century been in favor for wedding gifts. A plain teaspoon satisfied in the days of our great grandmother, but now that silver is more plentiful, and our prices bring it within the reach of all, the demand is for more elaborate pieces.—*Stewart Dawson & Co., Wellington, N. Z.*

Autumn sale of high-class silver-plated wares. Again we have prepared a great economy movement in beautiful silverware. Our buyer made a between-seasons tour of the great factories, and secured hundreds of beautiful table pieces in patterns that were not in sufficiently large quantities to be run in the manufacturers' Fall catalogues. None but high-class goods has been considered. Every piece is perfect in every way. The saving is based entirely on the fact that new designs have displaced these particular patterns—for the manufacturer must be ever changing his shapes, though the purchaser uses the silverware for twenty years, perhaps—and design is not a matter of as much moment, as are real beauty and high quality. We guarantee the quality of every piece in this gathering; and the beauty of the pieces will speak, more loudly than words, to the eyes that see them. The sale offers splendid opportunity for reinforcing your own supplies of tablewares; or to select wedding or holiday gifts of most gratifying sort, at unusually low prices.—*Wanamaker's, New York*.

Silverware that does not wear out are the incomparable productions of the Simeon L. & George H. Rogers Company, the silverware that leads all other plated ware in quality and durability. We sell this beautiful ware here in Hartford at factory prices. No house in America can approach them. No silverware manufactured in America is so good.—*The Legate Manufacturing Co., Hartford, Conn.*

Replenishing the Silverware.—Rogers silver and quadruple plate at half to two-thirds the usual prices will just about hit people right when returning from their summer holidays. The table always needs looking after, and silver is one of the most important points.—*Wanamaker's, Philadelphia, Pa.*

While we aim to vary our stock and include in it the more modern silver styles of England, France and America, yet we maintain in the manufacturing of Birks' silver a generous loyalty to designs of the early silversmiths of our forefathers, thus giving our display an individuality rarely seen even in London itself.—*Henry Birks & Sons, Montreal, Can.*

Solid Silver Knives, Forks and Spoons.—During the past year silver bullion has steadily advanced in price, and to-day silver bars are worth 15 per cent. more than two years ago. This means but one thing—an advance in the price of sterling silver table wares. We anticipated this increase and have doubled our holiday purchases. Our stock of desirable patterns in spoons, forks, knives and all table silver is larger and more complete than ever. We will continue selling at the old price.—*Montgomery Bros., Los Angeles, Cal.*

Next to gold, silver is the most sought after metal. Many people call it the most beautiful metal in the world. A recent fortunate purchase brought to us an enormous quantity of Roger Brothers' 1847 Silverware. No need to tell you this is a standard brand among plated silverware. Nearly everyone is familiar with it. The "wearing test" has proven its value. We are going to sell Roger Brothers' 1847 Silverware for the littlest prices ever known here to-day for high-grade knives, forks and spoons. Run your eye over these items.—*Emery, Bird, Thayer Co., Kansas City, Mo.*

Silver and glass—June brides. Of all wedding gifts these constitute the great majority. They make their appeal—direct, personal, intimate, as no other wares excepting costly jewels, and attract the attention of the gift-giver in preference to all other wares. Our stock of sterling silver and cut-glass is a veritable museum of all that is choice and select—sympathetic interpretations of the beautiful—in form and artistic merit.—*Sander's, Schenectady, N. Y.*

Silver Serving Pieces.—The rich pieces of sterling silver that add so much to the elegance of the table appointments. Some of the new designs are extremely

artistic; for instance, the "Bourguereau," a combined floral and figure design of great beauty, and suggested by one of this great French painter's works. Another similar pattern shows a figure and a fleur-de-lis. These patterns are in the well-liked French gray. Then there is an antithesis in the shape of a simple colonial pattern in bright finish—the "Standish." All of these designs include full sets of serving pieces; in two of them the small table silver is also obtainable.—*Wanamaker's, New York*.

Solid Silver.—We are showing superb new things in our silver room this fall. Attractive, moderate cost pieces for gift-giving and heavy, substantial wares for family silver. Designs are the prettiest we have ever shown—rich, heavy cast borders—refined, practical shapes—perfect gems of the silversmithy.—*W. Wattles & Sons, Pittsburg, Pa.*

Teapot.—Heavy white metal, neatly engraved, well silver plated, an admirable article at a price that scarcely pays for the silver that covers the pot.—*Alfred Edmondson, Morecambe, Eng.*

Remember the October Brides.—A wealth of happy thoughts in sterling silver and silver plated ware here to suggest for the October weddings.—*Wm. Rogers Mfg. Co., Hartford, Conn.*

Silverware that's good for years of service. Dependable silverware, graceful in its patterns. Staunch in its wearing qualities, is what we of "The Silver Store" put before you—always at lowest prices.—*J. Wiss & Sons, Newark.*

Silver and Cut Glass.—One of nature's most beautiful works—silver—we have combined with one of man's finest productions—cut glass—in many artistic pieces for dining table and boudoir, than which nothing can be in better taste for a fine wedding gift.—*Henry Birks & Sons, Toronto, Ont.*

A really dependable stock of silverware, something that bears the stamp of worth and can be relied upon to do years of service. The assortment is large, and the patterns the latest. We handle the genuine Rogers goods in solid silver and plated ware. Showing the new things from this maker. They are very handsome. Cost a little more than other kinds, but then you will have something that will last generations. They are made for wear as well as for show. Not show alone.—*W. E. Finch, Delhi, N. Y.*

Six 5 o'clock teaspoons and sugar tongs, new shape and new value; you would guess double until you hear the price, 2-9 worth say 5-6.—*Alfred Edmondson, Morecambe, Eng.*

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JEWELRY—WATCHES

"So you bought your husband a stop watch?"

"Yes," answered young Mrs. Turkins.

"How did it work?"

"Perfectly lovely," was the answer. "Charley took it to the races with him, and he says that every horse he was interested in stopped before it got into the home stretch."—*Chicago Record-Herald.*

A little talk about watches is timely, because at this season of the year so many of them are bought as graduation presents. No gift to a bright student could be more useful. When you buy a watch your only safeguard is in the character of the house from whom you buy. The mere appearance of a watch is no guide, since thinly plated cases may be made to shine like solid gold, and may later be marked "14 karat." Nor is the name on a watch a protection to the buyer. Waltham designates the make of a movement, not its quality, for a Waltham movement may come anywhere from \$3.00 to \$50.00. Our watch department is the product of almost thirty years of work and study. Experience has taught the public to believe in us, to understand that the Lambert guarantee is more than a formality. Every watch we offer for sale, even the most inexpensive, is the best of its kind, and has been examined by experts with keen eyes for faults. Imperfect watches are returned to the factory at once.—*Lambert Bros., New York, N. Y.*

In watches we probably do more business than any other store in the country, and are exclusive distributors of the famous Jules Monard watches of Geneva, which through merit have secured the name of "Jules Monard watches of precision." Jules Monard himself personally adjusts and examines every watch before it leaves his factory. Of American watches we have the Waltham and Elgin movements in a variety of cases.—*Wanamaker, Philadelphia, Pa.*

The Watch Store.—All kinds, all qualities, all prices, and each watch the best of its kind, whatever the kind. I mend watches, too—mend them in the right way. I know how.—*Fletcher M. Noe, Indianapolis, Ind.*

How much is your time worth? If you are a busy man, you count every minute worth money. You must depend upon your watch to do so many things in a

JEWELRY—WATCHES

certain allotted time. You'll miss your engagements if you haven't a good watch. You'll miss trains and experience vexations and costly delays if your watch cannot be depended upon. We are selling a watch for \$23 that will help you to make money, if time is money.—*Isaac's, Pittsburg, Pa.*

A watch is always right—right as a gift and right as a timekeeper when from our shop.—*A. Frankfield & Co., New York, N. Y.*

Waltham and Elgin watches, America's best watch productions. In ladies' and gentlemen's sizes. Open face and hunting cases. Accurate time-pieces.—*C. H. Case & Company, Hartford, Conn.*

It pays to buy the best watch that you can afford. At our prices any one can afford a pretty good one. We have no watches at any price that we can't warrant to keep good time.—*E. Gundlach & Co., Hartford, Conn.*

This Expansion Idea is not only in some countries and individuals, but is an actual necessity in high grade watches. The watch balance wheel has an arm through the centre, the rim being cut on opposite sides, allowing it to expand by heat, and contract by cold, without increasing or diminishing the size of the balance wheel. Beside, our high grade watches are adjusted to heat, cold and position. See us about expansion in watches.—*Chas. E. Rose, Telluride, Col.*

Watch Assurance.—It's assuring to know that the seller of watches has faith in his timekeepers. This is how we show our faith in the watches we sell—if a single one proves less trustworthy than we promise we'll take it back willingly.—*Davis Bros., Toronto, Ont.*

The Pulse of a Watch.—If your watch is running irregularly—doesn't beat 60 to the minute—bring it to our store. No feature of our business is receiving more attention just now than our watch repairs.—*J. F. Carr, Kenton, O.*

A watch abused will not last forever. You will either need a new one or need the old one repaired. We will look after the repairs, if they are necessary, or sell you a new and excellent timekeeper, if you prefer.—*J. T. Allen & Co., Richmond, Va.*

Do you hold a position of responsibility and trust? You have no moral right to trifle with time. Carry a Dueber-Hampden watch, and have the satisfying feeling that you are always accurate to the second.—*Dueber-Hampden Watch Works, Canton, Ohio.*

"How is your watch?" Does it keep good time? If it doesn't just bring it here and we'll repair it for you and repair it right.—*Gilmores Jewelry Store, Kenton, Ohio.*

"Timely" bargains for "watchful" buyers.—*The Millinery World, Los Angeles, Cal.*

If it's a Waltham, you're on time. All around the globe "Walthams" will find a wearer.—*W. W. Wellner, Charlotte-town, P. E. I.*

What a friend—steadfast and true—is a really good watch! A watch that you can depend upon is a real treasure. That kind we keep.—*Rock's, Chicago.*

Many men prefer the 16 size watch, as it takes up but little space in the pocket—is light as compared to the 18 size, and is a strong, serviceable watch.—*Chas. E. Rose, Telluride, Col.*

What's the Use of carrying a watch if it doesn't keep time? If your watch is of any account our experts can make it keep time. We sell watches of all standard makes and guarantee them.—*Park's, Salt Lake City, Utah.*

Watch Reliability.—You will be punctual in your engagements if timed by a watch bought here. We sell standard makes for less than others. You run no risk, for makers guarantee them to us and we to you.—*Geneva Watch and Optical Co., Los Angeles, Cal.*

No wonder the possessor of a good watch or clock is careful into whose hands he leaves it for repairs when it fails to do its work properly. Many a good watch is left in bad hands and is spoiled by incompetent or careless repairing. Does your watch or clock need repairing? Is time an important factor to you? Don't run the risk of having your timepiece ruined. Bring it to us.—*Challoner & Mitchell, Victor, B. C.*

Always on time wins respect for a woman. It has gained a reputation for our watches and clocks that we feel proud of. While we consider the move-

ment the most important part of a watch or clock, beauty, too, should be considered. Our selection of time pieces are marvels of artistic skill in design and finish. They must be seen to be appreciated.—*C. H. Hartman, New York.*

Outing watches. The attractiveness of these handsome belt watches must be seen to be appreciated, and be worn during the summer outing to realize the convenience and necessity of wearing one. You are never late to dinner and never fail to keep an appointment or catch or meet a train on time. They will always be in demand. We have a superb assortment of watches, pins, chains and lockets for your inspection.—*Conner's, Burlington, Ia.*

\$5 watch. It has been a long time since I said anything about our \$5 watch. Why? Because it talks for itself. It's just a nice, genteel, good time-keeping watch, and lots of people pay \$25 for something inferior.

A Group of Beauties.—The showing of ladies' watches is more than usually interesting. We have added a large number of new designs and new styles to our already large assortment. Where there is so much beauty and merit a choice may be difficult, but prices will help to a selection. Ladies' watches from \$9 to \$75. Good value at all figures.—*A. Mierow, Tacoma, Wash.*

What you see when you look at watches in our store isn't all there is. Reliability and long service are in every watch we sell, whether it costs \$4 or \$100.—*Cushing's Jewelry Store, Rockland, Mass.*

Buying a Watch.—You'll find it an easy matter to buy a watch at "Troy's."

Because in the first place we have the watches—all kinds of them.

In the second place we assist you in your selection.

Then again, you can depend upon what we say about a watch.

Of course, if you are a stranger here and do not know us or our methods, very well, you'll perhaps want more than our word for it.

Then here's our written guarantee.

It is just possible that after you've lived in Vancouver for a while and have made some inquiries about "Troy's," you'll not care whether that guarantee is lost or what becomes of it—ten chances to one you'll burn it up.

You know we'll "make good," as "John Henry" would say.—*Troy, Vancouver, B. C.*

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Accuracy cannot be obtained from poor watches. To prevent annoyance and disappointment provide yourself with a watch or a clock that can be depended on. George Jordan sells the best American makes and guarantees each one to perform properly.—*Geo. Jordan, San Bernardino, Cal.*

Our watch selling methods. When you buy a watch of us, you know exactly what you are getting. We enjoy going with you into the details of its making and material, pointing out its elements of strength—or weakness, as the case may be—of showing you why certain parts should be scrupulously examined and perfectly adapted to meet certain wear conditions, and all that sort of thing. In other words you get the benefit of our expert technical knowledge and of our persistently honest methods. Watches of every desirable style.—*Maier & Berkle, Atlanta, Ga.*

Watch your time by carrying a time-piece that we can recommend.—*Schacht & Riordan, Spokane, Wash.*

Don't run. Get a good watch to run for you, and be sure of your minutes. An accurate reliable time-keeper can be bought now for a very little money.—*The Hoffman Supply Co., Columbus, O.*

A Good Watch for a Little Price.—Not a pocket clock. Suitable for the boy at school or the man who must be on time at his work.—*C. L. Ruth, Montgomery, Ala.*

The accuracy with which our watches are made and the resulting close time keeping makes them the most desirable watches to be had. Our prices are based on competitive conditions in our own large cities as well as the East and we know they are right. In short if you want a timekeeper and value received, see us.—*Warner's, Fresno, Cal.*

Men's watch special. A fine selection of excellent timekeepers is displayed at the jewelry counter, in a most comprehensive variety of movements and moderate prices. For the January sale we make a special value offer.—*The T. Eaton Co., Winnipeg, Can.*

The watch? There are no secrets in watch buying—no deception in real value, judged from the standard of reliability. Kirby watches answer the watch question satisfactorily, give you actual value for every dollar expended. Every watch desire can be satisfied—every style from the smallest chatelaine to the popular sizes in both men's and women's watches.—*Kirby & Son, New Haven.*

A striking value for to-morrow. A

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beautiful gift for anniversary, confirmation or graduation and a very dainty little timepiece for grown folk to take away to use during the summer vacation or traveling, when the valuable watches might better be left at home. These are all delicately yet durably enameled, and have dainty fleur-de-lis pin to match. The case has gold-filled trimmings and is fitted with a jeweled Swiss movement. It is enclosed in a neat velvet case, all ready for presentation. The colors are ruby, sapphire, emerald and turquoise. None C. O. D.—*Abraham & Straus, Brooklyn, N. Y.*

Americans should buy American watches, made by American tools and machines, by American skill and labor and at American wages. When a dealer tells you that a Swiss watch is better, it is because there is more in it for him.—*Waltham Watch Co., New York City.*

We offer you the best watches. Our stock is made up of the most reliable timepieces to be had. Our guarantee of these watches is given with every confidence. The various styles of cases shown express the best and latest ideas of the foremost makers of such goods.—*Berry & Whitmore Co., Washington.*

A man will oil a wheelbarrow because it squeaks, and at the same time allow his watch to go untouched, because it noiselessly performs its daily duties, even at the cost of its existence. Let us overhaul and oil your watch. Our prices are moderate, our workmen capable.—*Thos. J. Porte, Winnipeg, Can.*

Brown makes a specialty of railroad watches. He uses a special movement containing 21 jewels, one that runs with wonderful accuracy, and is built to stand the wear and tear, smash and slam of the railroad business.—*Brown, Hartford, Conn.*

Were you late?
Was your watch to blame?
If it was, bring it here and let us put it into shape.

If you haven't a watch, let us sell you one that you can rely on. All sizes, all prices, all kinds.—*C. H. Tilton, Rochester, N. Y.*

The man with a well-regulated brain makes a success of life. To regulate your actions properly you want one of our well-regulated watches.—*A. B. White, Pictou, N. S.*

Stop watches for the coming races—large assortment, all prices. We make a specialty of repairing these delicate movements.—*Bancroft Bros. & Co., Columbus, O.*

Your watch has needs just as much as you have. You need cleaning and fixing up once in a while, and so does your watch. About once a year the proposition of cleaning and oiling that watch comes up. It's then that you want to think of me. The treatment accorded a watch is just the same whether it is the best or the poorest make—that is, the best attention is given it. Wade is an expert at handling watches. Let him try to fix up your timepiece.—*Wade, the Watchman* (you can watch me through the window), *Galesburg, Ill.*

Watches.—A Sale. Was a time when we deemed it right enough and proper to write our watch advertisements with the distinct object in view of overcoming the prejudices entertained by some people against buying such things outside the portals of exclusive jewelry stores. The time has passed for all such arguments and appeals. Macy's system of merchandising, Macy's method of retailing, may be largely responsible for the educational processes that have been working as regularly and surely as the forces of nature. People now know the store that serves them best when they buy dry goods, furniture, carpets, clothing and groceries can also serve them best when they buy diamonds, paintings, bric-a-brac—and watches. The watch sale that begins here to-day is an important trade event.—*R. H. Macy & Co., New York.*

Watches. We have on display a large, varied assortment of 14 karat gold watches. Many set with precious and semi-precious stones, such as diamonds, sapphires, rubies, emeralds, pearls, aquamarines, peacock feathers, kunzite, tourmalines, turquoise and Chinese jade. Our prices will be found very reasonable.—*S. Nordlinger & Sons, Los Angeles, Cal.*

The pleasure to own a good watch and the satisfaction of patronizing home enterprise are both felt in selecting a Ball watch. They are built to meet the exacting requirements of modern business—and they do meet them.—*The Webb C. Ball Co., Cleveland, Ohio.*

That laggard, lazy watch. Bring us in that laggard, lazy watch of yours that is always provokingly behind time. It may be only the most trivial of matters that causes it to be so erratic, or there may be something seriously wrong with it. In either case, the defect will be correctly diagnosed and correctly treated if brought here.—*Barr's Jewelry Store, Salem, Ore.*

"I guess I am a little slow." How often one hears the above remark when the time of day is inquired for. What's the use of having that kind of time. Something you can't depend on? How is your watch running? A little slow? A little fast? Is it out of repair? If so bring it to us and have it fixed right.—*Giltmore's, Kenton, O.*

For the Boy.—There is no sense in buying the boy a cheap watch. There is no economy in the lack of quality. We could sell watches for 8-6 and make money—but lose friends. Give him a good watch, and he will take a pride in its possession—it will early teach him the value of punctuality. You can't expect punctuality if you give him a poor, use-

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less watch. These are hints.—*Stewart Dawson & Co., Sydney, N. S. W.*

Our watch guarantee means something.—*S. Nordlinger, Los Angeles, Cal.*

Watch out? Bring it in. We'll right it. People who sing "Just Behind the Times" didn't get their timepiece here. Perhaps you're hesitating because you didn't; don't do it; come in and you can go out on time.—*Grandmason, Kenton.*

For a thoroughly reliable, accurate timekeeper you can't beat these watches, they're guaranteed to give absolute satisfaction. They're in handsome solid silver and gold-filled hunting or open face cases, fitted with the best standard American movements. Watches you'd readily pay ten dollars for, special to-morrow, \$3.64.—*Bloomingdale's, New York.*

Watches. We have on display a large, varied assortment of 14 karat gold watches. Many set with precious and semi-precious stones, such as diamonds, sapphires, rubies, emeralds, pearls, aquamarines, peacock feathers, kunzite, tourmalines, turquoise and Chinese jade. Our prices will be found very reasonable.—*S. Nordlinger & Sons, Los Angeles, Cal.*

The pleasure to own a good watch and the satisfaction of patronizing home enterprise are both felt in selecting a Ball watch. They are built to meet the exacting requirements of modern business—and they do meet them.—*The Webb C. Ball Co., Cleveland, Ohio.*

More of those new, thin model watches that created such a furore last Saturday. Last week we only had 100, and they were sold before 12 o'clock, and we had to take orders from a sample. Won't get caught that way again. Men who have bought these watches are sending their friends here every day. Without doubt they are the best watch values ever offered, and the name Waltham is a guarantee that they are a good time-keeper, and what's more, they are fine looking watches.—*Simpson Crawford Co., New York.*

100 more of those gold filled watches for men, women and children. Same kind that sold so well last week, and this may be the last chance you will have to secure them at this price, because it was difficult to get this lot.—*The 14th St. Store, New York, N. Y.*

The watch is an invaluable little instrument. It records the many minutes and hours wisely and foolishly spent. We have a fine collection of genuine gold and silver ladies' watches, and the prices of them will speak for themselves.—*A. Microw, Tacoma, Wash.*

A sale of watches. Does "rummaging" in watches strike you as odd? It probably does because you haven't yet gotten clear of the haze and mystery that used to hedge about the jewelry business. But get rid of that notion. Let's get down to facts, and the fact is that we look on watches and jewelry simply as merchandise—high class, it is true—but subject to the same general up-to-date methods we use with other merchandise. We've had some watch cases and movements too long. Time they had new owners, and as they didn't sell at first prices, we've reduced prices so they'll move. That's all. No mystery about that, is there? Our guarantee with every watch we sell.—*Gimbel Brothers, Philadelphia, Pa.*

It is generally conceded that we have the largest stock and the handsomest assortment of watches to be found anywhere in town.—*W. F. Sellers & Co., Altoona, Pa.*

How's your watch running? Is it always fast or slow? Never quite on time? Perhaps the watch is capable of very accurate running, but it is not in perfect order. You know the tiny mechanism of a watch absolutely demands that each of the dozens of little parts, springs, wheels, jewels, etc., be just right, or good timing is out of the question. Watch repairing always has been a hobby of ours, to do the best work possible.—*J. C. Sharer, Alliance, O.*

A good watch is a faithful friend and it's the sort of friend every business man and business woman needs. We can sell you a timepiece that will prove itself a truly dependable companion. We've been selling watches for years and we know just what it takes to make them deserve that adjective—dependable. We should be very glad to have a talk with you on the subject and to show you our great stock—incomparably the finest in the South.—*Maier & Berkele, Atlanta.*

Watches.—People who want good, reliable watches will find in my stock the products of the best European and American factories. When you buy a watch from me you have absolute assurance that it will serve you satisfactorily. My guarantee covers all points, and I want it understood that it is a guarantee that means something.—*F. M. Powers, Youngstown, Ohio.*

We pride ourselves on the completeness of the "Feagans" watch line. Movements from the greatest makers known the world over for accuracy and reliability.—*Geo. E. Feagans, Joliet, Ill.*

In this era of women in business, ev-

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ery business woman and girl should own a watch—and for that matter, a watch is a gift sure to be prized by anybody. To-day's word is of better than good values in watches of approved good "movements," hedged about by the makers' guarantee, backed by ours. Do you need a reliable watch, or know some one who does.—*Gimbel Bros., Philadelphia.*

Marcel Watches are the best you can buy. They are made especially for us—the result of long experiment in endeavor to get a thoroughly high-grade Watch for less than the usual price. We stand back of the "Marcel" Watches in every respect—and they cost about a third less than other Watches as good.—*Frederick Loeser & Co., Brooklyn, N. Y.*

In a Hurry?—Well, yesterday we sold a very particular man a fine watch and chain in eleven minutes. Could do some better with the watches we are selling at our clearance sale price. It takes but little time to decide which you want when you see them.—*Chas. E. Rose, Telluride, Col.*

Honest Watch Work.—The science of watch repairing is only comprehended by the man who understands how to make a watch. The man who can successfully solder a ring may spoil a splendid watch in less time than it takes to tell it. The great success we have attained in watch repairing comes because we employ only the most skillful watch makers.—*Geneva Watch and Optical Co., Los Angeles, Cal.*

Buy a Watch.—Buy as good a case as you can afford, but first get a movement which will be accurate. All watches recommended and sold by the George H. Ford Company are the best timekeepers made in the world.—*New Haven, Conn.*

Time is precious, and so is a reliable timepiece. Watches and clocks purchased at Parker's are always accurate timekeepers and require the least repairs with ordinary careful usage. They can always be depended on.—*Parker's, La Crosse, Wis.*

The mainspring is not the only thing that gets out of order in a watch. There are wheels, pivots, jewels and lots of other parts that need looking after. But no matter what the trouble be, I can find it and make it right, and would like to prove this on yours.—*A. Jette, Lancaster, Pa.*

Watches are like oysters—you should not judge the inside by the shell. As well try to tell the kind of tobacco a man chews by looking at the box he carries it in.—*J. H. Lehson, Butte, Mont.*

CUT GLASS

Cut glass makes a very acceptable gift. We make this line a particular study, and if you want a gift in the near future, we will be pleased to show our new goods.—*H. Watson & Co., Saginaw.*

"Wiss cut glass"—the sort that's sure to please.—*J. Wiss & Sons, Newark.*

My stars! What beautiful cut glass!!—And to think of it, such ridiculously low prices!

That sugar and cream set \$4.80? Why, I paid \$6 for a set not half as handsome. I'll surely buy my cut glass at this store in the future. Cut glass puff bowls with puff, \$1.35. Lots of other nice articles at very moderate prices.—*Heintz, Lexington, Ky.*

Cut glass vases.—Whether it is the low, squat, richly cut center piece or the tall cylinder, with prism cuttings, the glass vase is an effective part of the modern scheme of household decoration. Our line, which represents the leading factories, gives you a choice of the latest shapes and the newest cuttings in many different sizes.—*C. E. Gifford & Co., Fall River, Mass.*

When you buy Egginton cut glass you buy the best the world produces. It stands pre-eminent for purity, brilliancy and exclusiveness of design; the only glass made that its high polish is guaranteed permanently. Our stock is brimful of everything new and our prices cannot be duplicated.—*S. Jacobs & Co., Minneapolis, Minn.*

"Yes, it is beautiful, because it is beautiful."—Guy de Maupassant.

What more can be said about cut glass? It sparkles like diamonds, and in richness rivals the radiance of gold. A liberal variety is ready for you today.—*Goldthait & Sons Co., Marion, Ind.*

Artistic and most beautiful cut glass.—We can in no way explain the quality and beauty of our cut glass; it must be seen to be fully appreciated. Every piece is of the prettiest and latest design. Cut glass is most acceptable for any gift, be it a wedding or a birthday. We can surely suit you in regard to price, as we have every shape imaginable.—*Morley Brothers, Saginaw, Mich.*

Cut crystal bowl. Our cut crystal room is now at its best, many new pieces having been added within the last few days; so many of our customers expressed their

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regret at not being able to secure one of our cut glass bowls that we offered a short time ago, that we have decided to offer to-morrow 18 more; remember this is a regular \$8 cut crystal bowl with the name of the best American maker.—*M. A. Murray & Co., Toronto, Can.*

Useful cut glass articles.—Our cut glass has always borne the reputation of being the clearest and most brilliant to be found.—*Henry Kohn & Sons, Hartford, Conn.*

Cut glass for New Year's table very moderately priced. There is nothing so attractive and decorative on a table as cut glass. There is no cut glass quite so beautiful as that made in our factory and nowhere is such high-grade cut glass sold at such low prices. That is why we sell more than any two other Brooklyn stores combined. We have beaten all records this month.—*Abraham & Straus, Brooklyn, N. Y.*

Forty-three barrels—about two-thirds of the lot—were unpacked yesterday and are shown for the first this morning. The rest of the shipment will arrive in a day or so. Corning is to cut glass pretty much what Sterling is to silver. Erastus Corning is long since dead, but the town of Corning, N. Y., is named after him, and the best of cut glass in the world is made in his native place. Not only do they cut the glass there, but they manufacture the original blanks as well. This special lot, which we offer to-day, comes from the oldest and best factory in Corning. Many shapes have been designed only within the last few months. The cutting has been done within the last few weeks. It is the very latest on the market. All of the glass has been finished by hand. In

variety and quality and reasonableness of prices, the sale, you will see for yourself, is a little beyond anything we have ever been able to offer. There are many large flower vases, pitchers and punch bowls at exactly half the regular price. The other dishes are one-third under the regular cost. Only medium and fine grades are made by this manufacturer, and only these are represented in this sale. With such an opportunity, it is not too early to think of October weddings and even Christmas, is it?—*The Wanamaker Store, Philadelphia, Pa.*

Trenton's only cut glass store, Rich and sparkling Christmas presents. It would be a task indeed, to select a finer or more acceptable present than a piece or set of genuine cut glass ware—always rich, rare and beautiful as well as useful. Our assortment, which is large, consists of the finest cut glass the world produces—Libby's. It is cut over the finest flint blanks which produces the most radiant and sparkling cut glass. Never did our shelves glow with a larger variety and designs—a beautiful sight, indeed—the famous Hob Nail designs with its myriads of little sparkling squares are well represented.—*Kaufman's, Trenton, N. Y.*

The finest cut glass for Christmas at unmatchable prices. This cut glass store has more beautiful designs on display and in reserve than any two other Brooklyn stores combined. The most of it is manufactured in our world famous factory in Manhattan and has won first prize on every count in every World's Fair where it has been exhibited. Coming direct from the factory to you accounts in part for the remarkable pricing, but all the other famous makers are attracted by our incomparably great business and are represented in the showing at concessions in price.—*Abraham & Straus, Brooklyn, N. Y.*

Buy cut glass now. Have you "sparkled up" your china closet with some of these pieces? If not, don't you really think you are missing an opportunity seldom equaled? Remember, you are not being asked cut glass prices, for every item is marked 'way down as compared with any cut glass any place. This is an unusual sale. It's not a common one, you'll admit, and it has caused a furore among cut glass buyers—has awakened them to the fact that money spent here for this exquisite ware is a positive investment. Better have the wedding gift, or even the gifts for next Christmas, laid aside for you now, for every day's selling lessens your chance to select the "scintillating beauty" you would most wish.—*The Crews-Beggs Co., Pueblo, Colo.*

A remarkable offering of fine new cut glass. We have just received a shipment of beautiful new pieces of cut glass from a factory that is anxious to do more business with us. That means that we have secured very decided price-advantages, and we turn them over immediately to our public. The pieces are in handsome shapes, and the cutting is very beautifully done. To illustrate the values, the lot includes about ninety ten-inch Nappies, so large that they might fairly be called bowls for salads, sliced

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tomatoes or fruit. They would regularly be worth \$7.50; these are \$4.50 each. The same proportionate values go all the way down the line.—*John Wanamaker, New York, N. Y.*

One of the largest and finest factories in the country came for Wanamaker help in disposing of this tremendous surplus of cut glass. Of course it won't spoil; and the pieces are among the most beautiful cuttings on the market to-day. But the goods must be distributed or people laid off at the factory. The thousands of June weddings suggested relief, if the thousands of givers of gifts could be quickly interested. The Wanamaker stores, in New York and Philadelphia, presented the only means to reach them quickly, and serve the thousands that were sure to respond. Prices on the entire variety of pieces in this tremendous stock were cut a third to a half below the real value of the wares. And we undertook the distribution. The way prices average up, you can give a present of cut glass worth \$100 for an outlay of \$60—or you can fill your own cut glass cabinet at the same handsome saving. And the cut glass? The maker of it was awarded the grand prize at the St. Louis Exposition. His cuttings, in these identical shapes and patterns, compose the stocks proudly shown in good jewelry stores and best china and glass stores all over the United States—and nowhere else is there a thought of selling these new, perfect, exquisite wares under-price. The offering is doubly extraordinary because the variety of pieces and patterns is greater than is shown in any regular stocks anywhere—making superb and unusual selection.—*John Wanamaker, New York, N. Y.*

Not many years ago the price of cut glass was almost prohibitive. It was only bought for special occasions, such as weddings or crystal anniversaries, and a small piece was looked upon with awe even at such events. Recently, prompted by the craze for cut glass, many new factories have started up and the result of this competition was the creation of hundreds of cuttings where there had been dozens before, and the reduction in price of "cut glass" that admits of its purchase by the average housewife for her own use as well as for presents. We have anticipated the unusually large demand and are displaying hundreds of pieces of "cut glass," which includes every known article for up-to-date table service. A very popular scale of pricing is maintained throughout the line.—*McNamara & Harding, Binghamton.*

You wouldn't give plated table silver as a wedding gift and expect the bride to prize it as highly as she would sterling ware? Poor quality cut glass is even worse than plated table silver because the sham is more apparent at first sight—shallow cutting, lack of uniformity in design and almost total lack of crystal luster. At regular intervals great quantities of inferior quality cut glass are heaped upon the retail markets for special sale purposes—to compete, in price only, with such standard quality ware as "Straus" cut glass. "Straus" cut glass is a product of Macy's own cutting shops. At the World's Fair it was awarded highest honors—and since that time the standard has been maintained and bettered wherever possible. Don't buy second-rate cut glass—even for a less-than-lukewarm friend. "Straus" ware—prize-winning and prize-meriting ware—costs even less than second-rate ware sells for in special sales elsewhere. From our factory to your crystal closet—the shortest and most economical route it could possibly take. The sale announced in Sunday's papers offers most inviting opportunities. We urge you to make comparisons.—*Macy's, New York.*

oness, Queen, Mona, Roman, Camelia, Hyacinth, Wordsworth San Mateo Iris, Waldorf, Florentine. —*Murgitroyd's, Spokane, Wash.*

"June bride" sale of cut glass involves wares on main floor tables, as well as the unequaled collection in the crystal room in the basement. Our own cutters established the standard of quality in the specimens that were awarded first prize at the Chicago World's Fair, and that standard has since been maintained religiously. How we maintain it you understand after a visit to our glass-cutting shops on the eighth floor.—*Macy's, New York.*

This is certainly the most startling example of low pricing in retail history. If there were only a few pieces of this rich, magnificently cut, brilliantly polished glass at these unheard of prices, it would be a remarkable event; but to-morrow thousands of new pieces will be added of the finest quality at even bewildering prices. In magnitude of piece compared by piece, value for value, this event dwarfs all others into insignificance.—*Abraham & Straus, Brooklyn, N. Y.*

Final offers on cut glass and lamps. The great sale in the basement is drawing toward its close. We have never sold such fine cut glass for so little and never sold so much as during this February event. The last pricing for this sale, including many unusual values in fine lamps, is given below. After February old prices will be resumed.—*Abraham & Straus, Brooklyn, N. Y.*

Hawkes cut glass (sold in Salem by the Barr Store only) is one of the most exquisite productions of American industrial art. Connoisseurs are agreed that no other cut glass has attained quite so high a degree of artistic perfection. In purity and brilliancy of color it is unexcelled. Many kinds of cut glass are not a clear white, but have a yellowish or pinkish tint. Hawkes is as clear and sparkling as crystal. Its designs and patterns are as beautiful as can be produced by the most skilled artisans. Its cuttings are sharp and polished with perfect evenness.—*Barr's Jewelry Store, Salem, Ore.*

A cut in cut glass. How can we cut cut glass? By buying right you get the benefit of our purchase. Nothing adds more in the attractiveness of a home than well selected cut glass, and some way or other things always taste better when drunk out of cut glass. You wouldn't like to serve champagne to your guests in a five-pound lard pail. It might not hurt the lard pail or injure your guests. The wine might even taste well, but still it wouldn't be good taste. Cut glass will last forever if well cared for. Don't use it to drive nails with—a hammer or ax is just as cheap and will last longer. We have some of the daintiest and most artistic designs ever offered. Call while our stock is complete. Just look at a few of the cuts. Phioso, Jacquemenoit, Mayflower, Harwood, Meteor, Columbia, Genoa, Clarione, Galatea, Bar-

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Do you realize that in buying cut glass, especially the kind we sell, you are securing not only articles of use, but artistic beauty as well? Cut glass conveys an idea of taste and richness on any table or sideboard. See our large stock at reasonable prices, considering superior quality.—*Klune & Floberg, Sacramento, Cal.*

Loeser's is recognized throughout the trade as the largest handlers of really fine cut glass and concessions in price are made because of that fact. More than one factory has kept the wheels a-humming during the dull period of summer by Loeser orders.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Cut glass. No finer crystal blocks are cut than those we are showing, and the patterns are rich—very rich. Prices are below the usual.—*The Wanamaker Store, Philadelphia, Pa.*

Our cut glass department is acknowledged by connoisseurs to be the finest in the city. It contains everything in rich cut glass, from the little salt tub to the stately and magnificent punch bowl. It is clear, brilliant and flawless, being cut from the finest quality of crystal. Our immense stock of this beautiful ware must be seen to be appreciated. Every piece is marked in large, plain figures, with a price as alluring as the article itself.—*Mulford, Memphis, Tenn.*

People on the lookout for something entirely new for the bride who will get everything else will be delighted with these graceful long handled baskets of exquisite cut glass. The Loeser cut glass store has an established reputation that needs no exploiting. We have a particularly fine collection just now of these new cut glass baskets, in a great variety of sizes and patterns, richly cut, upon beautiful, clear white glass. They range from dainty little baskets for violets or bonbons up to superb fruit and flower baskets for formal dinner decorations.—*Frederick Loeser & Co., Brooklyn, N. Y.*

We carry a complete stock of choicest cut glass—of unusual fineness and dazzling brilliancy. It's surprising how many different qualities of cut glass there are. It requires the greatest skill to get the finest effects, and the largest experience to make the deep cutting peculiar to the highest grades.—*Robt. Wright & Co., Brockville, Ont.*

To set up housekeeping there is nothing more essential than plenty of cut glass, and nothing the bride and bridegroom take more pride in among their wedding presents. Our cut glass display is specially meant for the spring weddings, and every piece is an individual art work, the conscientious product of Libbey manufacture.—*Davis & Freeman, Atlanta, Ga.*

For June gifts, our stock of jewelry affords a wide range of choice. A beautiful assortment of pieces in solid gold,

CUT GLASS

mounted with sparkling gems—for brides, for those whose birthdays fall in June, and for school and college graduates. It's safe to say that no other collection of solid silver and cut glass in Buffalo offers you so wide a choice of rich and beautiful gift things at such reasonable prices.—*T. C. Tanke, Buffalo, N. Y.*

Cut glass tableware.—A few pieces of cut glass give an air of richness and elegance to a table; and while it is true that they are somewhat of a luxury; for those who can afford them the following items present some very choice values.—*Hamburger's, Los Angeles, Cal.*

We have just received our first fall importation of Austrian gold glassware. This ware is artistically cut and the designs filled in with gold decorations. It makes choice wedding gifts and is very reasonably priced.—*Woodward & Lathrop, Washington, D. C.*

The magnificent display of cut glass revealed on the opening of our new store, was without parallel in the history of Peoria. Those who attended the opening were unanimous on that point. While the collection includes plenty of inexpensive pieces, there is nothing "cheap" looking about any one of them. Each is an excellent example of the newest ideas in cutting, and possesses a richly beautiful polish.—*F. H. Pfeiffer Crockery Co., Peoria, Ill.*

We are selling agents in Baraboo for the celebrated Hawkes & Co., cut glass, famous everywhere for its exquisite designs, its deep cutting, brilliancy of finish and its general rich appearance. A piece of cut glass, however small, is always a refined gift for wedding or anniversary event. We show a delightful display of water jugs, tumblers, berry bowls, bonbon dishes, vinegar cruet, salt and pepper sets, cream and sugar and other articles, at extremely reasonable prices.—*J. B. Donovan & Co., Baraboo, Wis.*

For quality, beauty of design, brilliancy and general excellence, no cut glass in America equals that which is produced in our own glass works in New York, and which is offered to you to-morrow at decided reductions from our regular lowest prices.—*Snellenburg's, Philadelphia, Pa.*

There still remain a number of choice pieces in our lines of cut glass upon which we made the reduction of one-third. We advise you to get in early to-day and avail yourself of this opportunity. Remember, these prices will be in force.—*H. F. Vollmer & Co., Los Angeles, Cal.*

We are offering an excellent assortment of complete breakfast, dinner and tea services of exquisite Dresden china. The elegance and distinctiveness of this ware make it especially suitable for the entertaining season. All the various patterns are sold as open stock, enabling the purchaser to secure any desired number of pieces.—*Dulin & Martin Co., Washington, D. C.*

We are now showing a collection of rich cut glass that is unparalleled in many respects. The choicest productions of every maker of note are here. The newest and most artistic shapes—the richest and deepest cuttings in pieces for every use, affording rare opportunities for the selection of handsome bridal gifts. Greatness of variety is also.—*Dulin & Martin Co., Washington, D. C.*

Cut glassware. Those who did not procure cut glassware on the liberal terms which this crockery store quoted last week will have an opportunity to do so to-day. While it is evident that the offer was greatly appreciated, from the fact that many pieces took speedy departure, there is a very fair assortment left for to-day's choosing. It is a manufacturer's accumulation which we bought on such terms as to enable us to pass it out to you at considerably less than usual cost to us. Every piece is perfect, and cuttings are all fine and rich.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Cut glass of high quality. Wiss superb cut glass has attained a high reputation. There is a clearness to it, a scintillating beauty that marks the highest ideal in the art of glass-cutting. The depth of cutting and excellence of finish give it a brilliancy that fairly radiates with all the shades and tints of summer rainbow. The designs and patterns are strikingly rich and artistic and include many novelties. And the prices are such as place fine cut glass within the reach of every one. We append a few hints and prices.—*J. Wiss & Sons, Newark, N. J.*

Libbey cut glass. We are exclusive agents in Southern California for this favorite cut glass. By the way, it will pay you to visit our cut glass room—a magnificent show room. New pieces are being added almost daily now.—*Parmelee Dohrmann Co., Los Angeles.*

A piece or two of sparkling cut glass greatly adds to the elegance of the feast table. We are sole Trenton agents for the Libbey—the aristocracy of the cut glass world. So extensive is our display that whatever is made in cut

glass at all you will find here represented. The extensiveness of our stock means large purchases, and large purchases means a big saving in the wholesale prices and consequently lowest prices to our patrons for the world's most brilliant, deeply, artistically cut, richly designed cut glass.—*Kaufman's, Trenton.*

Pretty cut glass. A vase with rich, deep cutting; a berry bowl; a celery tray; a vinegar cruet; we have so many pretty things in this line we scarcely know where to begin. We suggest that you come in and see the new pretty things in cut glass for yourself.—*Schacht & Riordan, Jewelers, Spokane, Wash.*

New beautiful cut glass. The exquisite designs we have just imported in fine cut glass are a revelation. The entrancing beauty of these charmingly cut patterns will appeal to the artistic. Every reflection of color and light seems concentrated into the beautiful gems so finely wrought. The exhibition contains novelties of a very fine degree, consisting of some of the most beautiful ware that it is possible to conceive of.—*Hudson's Bay Store, Winnipeg, Can.*

Nothing excels cut glass for gifts. Of all the lovely presents prized by ladies, nothing matches elegant cut glass. Besides being very beautiful it is everlasting, except one risk of breaking. It sets off the dining-room, buffet or table or the dresser in fine shape. Ours is a dazzling display, resplendent in rich variety, at prices remarkably low. We have much pride in showing the stock.—*Robert P. Kiep, Joliet, Ill.*

The basic element of cut glass value is quality—design and workmanship. To the best made in America (that means best in the world) do we spend our efforts. Whether your desire be for salads, berry bowls, nappies, water pitchers, tumblers, cream and sugars, and the many other small pieces, you'll find the assortment shown here of the very highest standard of quality, including the well-known Hawkes ware.—*Kirby & Son, New Haven, Conn.*

Cut glass for Christmas gifts. Every lady is a lover of cut glass. Nothing more beautiful for decorating the table and nothing you can give which will be more appreciated for a Christmas present. When, therefore, you have an opportunity to buy rich cut glass at a saving of from one-fourth to one-half, you will surely want to take advantage of it. Brief particulars of the pieces offered in this sale follow, but you must see the articles themselves to properly appreciate their values.—*Geo. B. Peck Dry Goods Co., Kansas City, Mo.*

CUT GLASS

BRIC-A-BRAC

Hop, skip, jump! It is only a few days since a quantity of decorative pottery from Belgium marched into our art room. One-half the collection has been sold already. The quick movement is due to the fitness of the goods for country home decoration. The material is common clay, the designs are formed by hand, and the strong colors are created by the flowing glaze. Rugged in effect, graceful in form, effective in color—each piece is unique.—*Wanamaker's, New York.*

Bric-a-brac and tablewares at prices as low as the wares are pretty.—If such offerings as these were made in April or October the counters would be stripped as fast as the wares were shown. It is only because so many thousands of the housekeepers who love these beauty things are away from the city.—*Wanamaker's, New York.*

Refined, cultivated feminine taste requires dainty bric-a-brac and tableware to give an air of elegance to home furnishings—and but few wares are so generally admired as Wedgwood. One-third to one-half off regular prices means quite a saving on such artistic ware and this sale affords a matchless opportunity for you to gratify your tastes at prices usually paid for inferior wares both in quality and artistic effect.—*Hamburger's, Los Angeles, Cal.*

The scope and usefulness of our china, glassware and bric-a-brac store could at no time be better demonstrated than now. A thousand and one suggestions greet you here at every turn. So if you are in a quandary as to what to give, a definite conclusion can be reached in short order. Ours is a stock that the tasteful housekeeper and the art connoisseur loves to roam through and the economical minded, too, will find it a source of pleasure to come here, as pricings are on a most conservative basis; in fact, they are not to be matched.—*Kaufmann's, Pittsburgh, Pa.*

From our notable collection, including many of the master productions of the modern school of art, we have selected a superb array for this unusual value-giving event. The wide variety of subjects of artistic merit should attract every lover of the beautiful, while the extraordinary low price range makes possible an elegant and most acceptable wed-

BRIC-A-BRAC

ding gift at a great saving to the purchaser.—*Jordan-Marsh Co., Boston.*

Fine china, cut glass and bric-a-brac. No fall sale was ever so important. Never before has such an extensive display of superior quality wares been assembled under one roof.—*Siegel-Cooper Co., New York.*

Here are pedestals, French and Viennese bronzes, superb wares from Vienna, Sevres and Dresden; quaintly artistic specimens of Louwelsa and Patina ware, and so on—a gathering that is artistic and out of the ordinary. And not the least important consideration is, that in most cases these art wares come to us direct from the makers, thereby saving intermediate profits and largely reducing the final price.—*Schipper & Block, Peoria, Ill.*

\$75,000 vase covered with rare old coins; fresh from the World's Fair at St. Louis; a huge copper vase, or urn, nearly four feet high. Paved with over 4,000 old and rare coins, some of which date back as far as 3000 B. C. The work is that of Mr. Edward Rausch, the noted coin collector of Philadelphia, who has spent the better part of a lifetime in gathering the collection. This vase is really one of the modern wonders of the world.—*Ehrich Bros., New York.*

In the Japanese Room there are many pretty and odd little things waiting for you to see them these days—hanging baskets of quaint design, bold warriors' swords, grotesque men and monkeys that hang from handsome lamps, fierce masks that seem to frown at the light and airy prettiness of all about them—chinaware as fragile as a soap bubble apparently, and just as full of color—jars, bowls, wicker covered ware—parasols, tables, chairs, etc., etc.—*Abraham & Straus, Brooklyn, N. Y.*

Where's the woman that isn't interested in dainty bric-a-brac, vases, ornaments, etc.? The leading European art centers have contributed many of their choicest products to our stock. Here you'll find marble statuary from Florence and Milan; bronzes from Paris and rare ornamental pottery, bric-a-brac, etc., from Vienna, as well as no end of decorated china and other wares for beautifying the home or adding to the collection for curio cabinet or china closet.—*Kaufmann's, Pittsburgh, Pa.*

Glass, bric-a-brac, china.—All these things that you'll find displayed have a distinct bearing on making the country house pleasant and comfortable for summer occupancy, at small expense. There are fine groups of domestic glassware, pretty pieces of bric-a-brac, steins, mugs, fancy china plates and other dishes of decorative, as well as useful virtue, an array of cut glass, and so on. Each of the offerings is peculiarly important, by virtue of the utility, prettiness and extreme low-pricedness of the articles involved.—*Wanamaker's, New York.*

A careful maker's expert set aside a lot of jardinières and pedestals as not quite up to the perfect finish required, perhaps none but an expert could tell why. These, with some other odd pieces from our regular stock, go on sale this morning at prices that folks with flowers will be glad to read about.—*John Wanamaker, Philadelphia.*

More than a thousand artistic Jardinières. The ones with and without pedestals at prices that will induce you prudent housekeepers to buy an Eastertide supply should you not have immediate use for them. But who couldn't use one or more Jardinières at these prices?—*Frederick Loeser & Co., Brooklyn, N. Y.*

Flowers seem still growing in a clear glass vase where the stems show through. We have a line of plain, blown vases, bulb-shape base, that are the best all-around flower holders that we ever saw.—*P. H. Vose & Co., Bangor, Me.*

Austrian china novelties. Bright, artistic, effective articles that closely resemble the finer productions of the French. You'll find it hard to detect the difference—in appearance. In price there's a marked difference.—*John Wanamaker, New York.*

Teplitz ware vases seven inches high. Made to look like Royal Worcester, with vellum finish and gold illuminated flower paintings. Vase and ewer shapes, 25c.—*P. H. Vose & Co., Bangor, Me.*

Useful china, cut glass, beautiful lamps offer easy solutions of the gift problem. Whether the price you wish to pay is little or big, you'll find it in some good-taste article at *Vose's China Store, Bangor, Me.*

Bric-a-brac. Superb show, many bargains. Vases of pottery, bronzes, marble, art wares of various kinds—the basement showing is so broad and so fine that it is as well worth a visit as would be a museum collection. Choosing a wedding gift is a simple matter from this stock—and one may be as economical or extravagant as one chooses to be. Today's special word is of bargains—artistic wares that we can sell much under even our own low prices. A chance worth sharing.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Wonderful Rookwood.—Many rare and beautiful effects in blended colors, and flower painting, among the one hundred and one pieces of Rookwood just received and arranged in our east show window. It's worth looking at, and you'll be tempted to buy, if you haven't a specimen of this art pottery of the 19th century.—*Rankin's, Ithaca, N. Y.*

BRIC-A-BRAC

OPTICAL GOODS

"That drug clerk is a chump. I kept winking my eye for a 'stick' in the soda."
"Did he give it to you?"
"No. He said there must be something the matter with my eyes and directed me to the optical department."—Chicago News.

They are skeleton frames, with the best quality lenses, and each purchaser will be as carefully fitted as if the regular price were charged. This price doesn't cover the actual cost of the gold. We offer this remarkable chance as an advertisement for our Optical Department. As soon as it becomes generally known that we have a Prominent Physician and Oculist in this department we will not have enough room to accommodate the demand. Remember, you get the same professional attention here as you would in the eye hospital, and we charge only for the glasses.—Ehrich Bros., New York, N. Y.

The patent offset Zylinite guards, fitted to the curvature of the nose, that do not slip or pinch in hot weather or cold. Clear, flawless, imported periscope crystal lenses; these things make up the perfect eyeglass. You ask: "Can my eyes be tested and properly fitted with glasses at a Department Store?" Elsewhere—we don't know. Here—Yes! Why? Because we employ for this purpose practical opticians with years of experience.—Adams Dry Goods Co., New York, N. Y.

Tired eyes, headaches, etc., are often permanently cured by the use of good eyeglasses or spectacles. Suppose "Specs" do make you look a little older. What matter? Better save your sight while you can. Our eyes are open to discover defects in yours, if you will give us the opportunity.—Skeoch, Scranton, Pa.

Guard your eyesight by having your eyes examined at the first sign of weakness. Some persons incur the grave risk of losing their sight by neglecting nature's warnings, simply because they are afraid of the expense. By coming to me the expense is reduced to the minimum consistent with the best work. My oculists and eye surgeons will examine your eyes and give you the most trustworthy advice about charge. If glasses are needed I will furnish the right kind

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at less than they'd cost anywhere else.—L. Alexander, Brooklyn, N. Y.

Many children are allowed to wink and blink through the hours of study with a book six or eight inches from their eyes. Greater demands are now made upon the eyes of children than formerly. Every child should have their eyes examined and the eyes should have relief and help to do their work.—Geo. D. Kendall, Pueblo, Colo.

Eyes right? You will get more enjoyment out of your summer if they are. You will get more enjoyment out of your life if they are. Eye trouble shows itself in various disagreeable ways. Often headaches that won't yield to ordinary treatment are due to eye strain. A part of this store's good service is devoted to keeping Brooklyn eyes right. It is a service conducted on the highest plane of excellence. A graduate optician who has been here for years is at your command always. Your eyes will be subjected to a careful and complete examination without charge. If they are all right and simply tired, we will tell you so. If they need corrective glasses we will tell you so, and if you wish it, will make glasses properly and for less expense than reliable glasses usually cost. If you need treatment by an oculist, we will tell you so—we do not give such treatment, but there are a number of well known men in Brooklyn who do. Be sure your eyes are right. It is a duty you owe to yourself.—Frederick Loeser & Co., Brooklyn, N. Y.

It's a changed world to old folks, folks whose time-dimmed eyes are made young again through the magic of right-fitting glasses; and this pleasure and comfort costs so little measured by its value, there should be none who may say "they can't see as they used to."—J. P. Ernst, Wilkesbarre, Pa.

Does the sun hurt your eyes? Generally it means a defect of vision. A call at our optical department will satisfy you on this point.—Ferguson's, Joliet.

"Kryptok" invisible bifocal glasses combine both reading and distance glasses in a single frame with a smooth, unbroken surface—without crack or line—thus doing away with the lines of division and other objectionable features that are confusing to the sight in the old style bifocal glasses. They are an article that will suit particular people who appreciate superior workmanship.—Julius R. Watts & Co., Atlanta, Ga.

A little care now may prevent them from wearing glasses all their lives. It costs nothing to have the eyes tested. It may cost a great deal if they are not tested. Bring the little ones in, and thus help them in their struggles for an education.—King & Metzger, Lexington.

Many persons are prejudiced against the wearing of glasses and sometimes positively decline to use them even when they are imperatively needed. They may be sensible persons and display good judgment in other matters, but in this one respect they act most foolishly and without any reason. A contest with age is hopeless, and it is the part of wisdom to yield gracefully to the first summons to surrender.—Mulford, Memphis, Tenn.

It's an act of folly to wear glasses where there is no necessity for them; but if you have any trouble whatever with your eyes, it is also an act of folly not to have a specialist examine them. If you are in doubt, consult Farmer, the Optician, and you will not regret it.—Fred D. Farmer, Saginaw, Mich.

Accidents will happen. Glasses do break. If you have any trouble with your glasses, we will repair them and make them new. We do all repairs promptly at very reasonable prices. We make it a specialty of filling oculists' prescriptions. Come to us for any eyesight troubles.—Nicolet's Jewelry Store, Fall River, Mass.

While you're looking, do not overlook the fact that we fit eyes and grind lenses and make frames to order. Glasses improperly fitted are worse than no glasses at all. We fit them properly—we guarantee we carry full line of optical goods at right prices.—C. C. Miller, Massillon.

Women's work's so trying on the eyes. If there is any strain felt when sewing or reading, you should have us test your eyes for a pair of spectacles or eye glasses to assist the vision. Our work is acknowledged to be the best, our prices the most reasonable. Try us on your next pair of glasses.—Adolf Frese, Los Angeles, Cal.

Trust us with your eyes.—This is an absolutely safe place to bring your eyes

when they are not seeing satisfactorily. We have taken a four years' course in optics—as much time as any dentist spends in studying dentistry or as a lawyer spends in studying law—and with ten years of experience added to our knowledge, makes satisfactory glass fitting a certainty here. But we charge you nothing for our knowledge. When you buy glasses here you get what we know to be perfectly suited to your eyes, and you pay only for the glasses.—Ricker & Son, Emporia, Kans.

Good to look at, better to look through. Our eyeglasses are not only made to fit the sight perfectly, but are made to improve the appearance as well.—Frank V. Kent & Co., Grand Forks, N. D.

Eyes! Eyes! Why do you neglect them so? If you have frequent headache, if you do not see as good as you once did, if your eyes tire easily you should come and have them examined, it will cost you nothing and I'll tell you whether or not they need glasses.—C. B. Garretson, Kenton, Ohio.

It saves you money and time when you come to us to get treatment for your eyes. We're exceedingly careful in examining and prescribing. Our glasses will relieve that aching sensation in your optical nerves. A few dollars spent with us will permanently cure your trouble.—C. J. Duncan, Massillon, O.

Headache stops. Do your eyes pain you? Is your vision blurred? Do tears flow too freely? Is distant vision dim? Do your eyes feel as tired in the morning, after a good night's rest, as they do in the evening? Remember all these troubles and many more can be entirely done away with. Let us examine your eyes and fit you with the proper correction in lenses. And you will see for yourself how much more pleasure there is in this life for you.—H. M. Smith, Fairfax, Mo.

Don't wear the yoke of ill-fitting glasses another day. You can't afford to dilly-dally with your sight. Better let us examine your eyes and restore your lost power of vision. We can fit you with glasses warranted to give you the best results attainable.—Frank V. Kent & Co., Grand Forks, N. D.

The hardest strain upon eyes is when looking at objects near by. Reading and sewing becomes tiresome at once to weak eyes. If you will wear glasses when your eyes first complain, it will only be necessary to wear them at work. If you let them go too long you will have to wear them always.—The Palace, Spokane, Wash.

OPTICAL GOODS

How about your eyes? Does the bright sun make you blink and squint? Are you troubled with occasional headaches? Do you sometimes see little black specks when looking into the distance? Do your eyes run water when you face the wind? If so, there's something wrong. Maybe you need glasses and maybe you don't. If you consult our optician it won't cost you a cent to find out where the trouble lies.—*The B'way Department Store, Los Angeles, Cal.*

An eye point.—If you want perfect vision—you should have your eyes examined often. A slight correction promptly attended to, may insure you perfect eyes to the end of your life! We will measure your eyes—overcome the defects—and insure you most satisfactory vision.—*The S. Galeski Optical Company, Richmond, Va.*

Our Guarantee—"A dollar is worth 100 cents; would you pay more?" We do not pretend to say what others should charge for their glasses, but we do say and guarantee you a perfect-fitting pair of the celebrated Gladimere Lenses for \$1.85. Ask any reputable optician for the name of his best lenses. He will answer "Gladimere." We also give you with these lenses a pair of solid gold-filled frames absolutely free, with a written guarantee for five years.—*Guarantee Optical Co., Memphis, Tenn.*

They're the smartest and most becoming style worn to-day—very light in weight, yet strong and durable—fitted with silex crystal perisopic lenses.—*Bloomingdale's, New York.*

Our method of examination is the result of practical scientific experience. We have all the very latest appliances for examining the eye. Our Dr. Truth can tell you positively just what your trouble is, and advise you accordingly. By using our Ophthalmoscope and Retinoscope he can determine at once the requirements necessary to give you a perfect-fitting pair of glasses.—*Guarantee Optical Co., Memphis, Tenn.*

As soon as it becomes generally known that we have a prominent physician and oculist in this department we will not have enough room to accommodate the demand. Remember, you get the same professional attention here as you would in an eye hospital, and we charge only for the glasses.—*Ehrich Bros., New York.*

Most people, you included, perhaps, are extremely negligent in the care of their eyes, and very culpably so in regard to their children's eyes. The public generally has no idea of the number and variety of present-day eye defects and

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often resort to glasses selected at random which are entirely unsuited to the conditions of the eye. Many glasses selected in this way which "seem to suit exactly" at first, prove most injurious and often result in permanent injury. Come and talk over your eye trouble with us.—*W. S. Harrington & Co., Trenton.*

We sell glasses on their merits—if their merits will not sell them they are dear at any old price. Don't cheat your eyes and think you are saving money. Like a thief at night poorly ground and poorly fitted glasses steal away your eyesight.—*Tripp Bradley Optical Co., Memphis, Tenn.*

Every pair is scientifically made, rimless style, fitted with silex crystal pure white perisopic lenses, gold springs and non-tilting nose rests which prevent slipping.—*Bloomingdale's, New York.*

Under the supervision of a licensed optician, who will examine your eyes and prescribe for you free of charge, we execute your oculist's prescription for at least one-third less than the charges made elsewhere for similar services.—*Macy's, New York.*

You do or you don't need eyeglasses or spectacles, but do you know whether you do or you don't? It's likely you don't unless you have had your eyes examined by an oculist or optician, because they may have unsuspected defects. Why not know for certain, when the knowledge will cost you nothing and may save you unnecessary suffering?—*Fred D. Farmer, Saginaw.*

Don't send the little one off to school handicapped with poor eyesight. Clear sight means quick thought, and the ability to think quickly brings success. Parents who realize this responsibility for the future success of their children will not delay in having this very important question decided. If glasses are not needed we'll be glad to tell you so; if they are, you, as a parent, will be glad to know, and have us fit them. We charge nothing for examination. Is there any reason for further delay?—*J. Wiss & Sons, Newark, N. J.*

Of course all eyeglasses should be helpful—but are they? No, indeed. Unless the glasses are accurately fitted and are of the exact strength needed to correct the defect, they will be far from helpful—they will be absolutely hurtful. To get the right glasses you must go to an optician of proved ability—one who has by study and practical experience acquired the knowledge necessary for this important work.—*L. Alexander, Brooklyn, N. Y.*

When the evenings are cold and the wind whistles around the house, there is nothing much to do but read, or play games. All of which taxes the eyes. Winter will be a long time here and you will use your eyes every evening. Therefore, see that they are perfect, and if they are not, we will fit them so that they will be. And at reasonable cost.—*H. F. Kent & Co., Binghamton, N. Y.*

When you find your little camera no longer big enough, bring it to our photo supply house and we will allow you a good, fair price for it in exchange for a larger one. If you cannot afford to own a camera you can always rent one of us for little outings, picnics, boat rides, circuses, first babies, etc., ad libitum. The thought of cameras suggests that other camera, the eye. Just as we daily test cameras to see if the lenses focus correctly, so do we daily test eyes, and we can point to innumerable pairs of eyes that have been made perfect by our glasses.—*H. F. Kent & Co., Binghamton.*

A pair of good eyes may grow constantly stronger and keener in hard and continuous work, and retain their vigor as long, if not longer, than any other organ of the body. But when one discerns a hint of dimness, a tired feeling, and ache in the eyeballs, or repeating headaches, then glasses may be of great service in preventing serious trouble. Only be sure you begin with the right glass. It is my business to furnish you that.—*F. M. Jenkins, New Bedford.*

At the first sign of trouble with your vision you should consult our graduate optician. He is an expert of eighteen years' experience and he will tell you exactly without asking a question, what that trouble is and what you should do to overcome the difficulty. Consultation free.—*Hofman's, Springfield, Ohio.*

Don't neglect your eyes. You owe it to yourself to at least have them examined periodically. Clear sight is necessary to your health and success. Our expert tests your vision without charge or fees of any kind. When glasses are required we will supply them to suit your own particular needs. All work guaranteed.—*J. Wiss & Sons, Newark, N. J.*

Dangerous folly. It is folly to let an incompetent experiment with your eyes in an endeavor to fit them with glasses; it is not only folly, but it is dangerous and expensive. To fully grasp and thoroughly understand the intricate mechanism of the eye requires years of patient study and practical experience. You commit no folly when you come to me for glasses. My specially ground lenses

are not an expensive and dangerous experiment; they are an accurate, scientific certainty.—*Dr. Kletzky, Pueblo, Colo.*

When we make eyeglasses for you that do not suit you need not keep them. If any part of the fittings break we replace the broken part without charge. We guarantee all this in writing when you order your eyeglasses. All the "risk" of success is ours—all the relief is yours.—*L. B. Hibborn, Newark, N. J.*

The eye is the mirror of the soul! Its care should be one of the prime cares of every man and woman. Your eyes will give you trouble sometimes—everyone does. Don't delay. Come and see us.—*Jud S. Newing, Binghamton, N. Y.*

If you want to get the best optical goods at the most reasonable prices, come to us. Satisfaction guaranteed or money refunded. No charge for examination. Skillful lady optician always in attendance. Remember the name and place.—*S. B. Dembo, Binghamton, N. Y.*

He sees best who sees the consequences. Do you realize the serious consequences of continued eye strain? Priceless beyond all other possessions is the eye-sight, and it deserves your highest consideration. Don't trifle with your eyes! Examination free. Perfect fitting guaranteed.—*Jud S. Newing, Binghamton, N. Y.*

What's wrong? Your eyes? Why? Probably you need glasses. Call in and let us examine your eyes. They may be the cause of your headaches.—*Soggs, Binghamton, N. Y.*

See All Over the World—or read ordinary print with ease if you have glasses which are accurately fitted. Our optical department can supply, at very low prices, eyeglasses and spectacles in all cases where there are no complications. If a prescription is necessary, the cost of making the glasses will be slightly more. Examination by a graduate optician free.—*W. C. Forbes, St. Thomas, Ont.*

A correctly built eye should not tire easily. For the eye is but a camera permanently focussed for everything from say twenty feet to infinity. Every visible thing, from about twenty feet on, sends rays which enter the eye easily, and without effort on your part, form its own inverted image on the back of the eye. If from inheritance, disease, blows, etc., the eye is not quite round the image is slightly distorted. Then how do you see well at all? By forcing the image into shape by straining that delicate inner lens, the crystalline. Are you willing to?—*H. F. Kent & Co., Binghamton.*

OPTICAL GOODS

Wiss Optical Work is accurate—we do not fit glasses by guessing and the use of big words. We can prove to you, in plain language, the absolute necessity for any lens we prescribe and guarantee satisfactory results. Examinations without a cent of cost.—*J. Wiss & Sons, Newark, N. J.*

An optometrist is an optician who has thoroughly mastered the science of diagnosing eye conditions and making lenses to meet exactly any individual need. Diamond Hall's optometrist has made special study also of artistic adaptation of glasses to facial features. Engage his services and put your eyes at ease.—*Ryrie Bros., Toronto, Can.*

Cold weather causes shrinkage of skin, loose fitting, tilting and slipping off of eye-glasses with ordinary nosepieces. This is positively avoided by using Fox Lasso nose-pieces on your glasses. Their spring adjusts itself to any shrinkage. They give exclusive style to the eye-glasses and cost no more than the others.—*Geo. R. Fox, Buffalo, N. Y.*

We are often asked why so many people wear glasses. Statistics prove that fully 75 per cent. of all functional nervous diseases are due to eye strain, and can be corrected by properly fitted glasses.—*The King Optical Co., Spokane, Wash.*

Don't be blind to your own interest; to that interest which promises health and good eyesight, by wearing cheap glasses, unsuited to the defects of your eye, when you can get the best, and a thorough examination at a reasonable price.—*W. J. Davis, D. O., Woonsocket.*

It's the condition of the eyes not the age of the person which determines whether glasses are needed or not. Thousands of children wear glasses, because they need them. Thousands of other people don't wear them, because they don't need them. Weak eyes should be assisted—made strong. Glasses will do it if they are the right kind.—*W. R. Jackson, St. Thomas, Ont.*

Wearing glasses constantly in after-life may be avoided if the child's eyes have early attention. If it cannot see the characters upon the board easily, or holds its book too close or too far away, or is drowsy and listless and has headache, it needs glasses that will check the trouble. Our optician's work and prices will suit you. Eyes tested free.—*The Palace, Spokane, Wash.*

The most careful tests are necessary to determine the exact nature of your eye needs—separate scientific examination.

OPTICAL GOODS

If you'll drop in I will examine your eyes, and a lens to fit each eye will, if necessary, be made for you.—*F. M. Jenkins, New Bedford, Mass.*

Beauty isn't always discounted by a pair of nose-glasses. Very often it is enhanced. One always looks more intellectual when wearing glasses. Don't wear glasses if you don't need them, simply because they are becoming; but don't go without them for any reason if you do need them. Vanity must not trifle with wisdom.—*H. B. Wood, New Haven, Conn.*

Good to look at but better to look through. Our eyeglasses are not only made to fit the sight perfectly, but are made to improve the appearance as well. They are cut from the finest French crystal and Brazilian pebbles to remedy all defects of vision, and are perfectly adjusted. Don't neglect your sight, but have it attended to at once.—*Frank V. Kent & Co., Grand Forks, N. D.*

There should be a fellow feeling between the spectacles and the eyes. It is more important to have your glasses fit your vision than to have your clothes fit your form.—*From "Eye Lore."*

There is no duty that you more imperatively owe to your children than that of having their eyes regularly examined by a careful and competent optician.—*R. C. Reynolds, St. Louis, Mo.*

Glasses cure headaches. When headaches are due to eye-strain they can be cured by the use of proper fitting glasses. An oculist only should be consulted, as he alone can determine whether the headaches are really due to eye-strain, as they may be due to some disease of the eye, or even to some general disease. In the latter case it is treatment and not glasses that is needed.—*Dr. E. S. Heisig, Houston, Tex.*

We all use our eyes for near work, more or less, such as reading, writing, sewing, etc., and the eyes must be in perfect condition to do their work well and not cause trouble. Perhaps you have been using your eyes for near work several hours a day for some years without any trouble. Suddenly there is a blur or wavering to the object, or the head aches at times, or dizziness, which will disappear by closing the eyes, and there are many other symptoms which lead us to think come from straining the eyes. If you would like to know whether your eyes are all right or not, I can tell you, in a few minutes, if you will step into No. 64 Pleasant street, opposite City Hall.—*F. M. Jenkins, New Bedford, Mass.*

The terrible diseases of the eye that come from prolonged neglect and abuse the optician cannot cure. These are the field of the eye-surgeon. But the organ's minor troubles—these are the optician's domain. And it is the minor troubles that, neglected, unchecked, become major troubles. It is a small matter—one of life's minor details—to have one's sight regularly tested. But what suffering it may save! It is the little things of life that eventually count, for weal or woe.—*From the booklet, "Eye Lore," a Treatise on ye Care and Preservation of ye "Windows of ye Soule."*

The verses on this and the preceding page are from a thirty-two page illustrated booklet called "Eye-lore," which is published by William Borsodi, 99 Nassau street, New York. The booklet is an example of what is known as syndicate advertising. It contains arguments that can be used by any optician, and is furnished with the name, address and advertisement of the buyer. It is enclosed in a three-color cover. The booklet was written by the editor of this paper.

The time to see about your eyes is right now, before they have been permanently injured by continued straining, neglect or faulty glasses. Glasses that are right not only preserve the sight, but relieve headache, eye-ache and any of the numerous effects of defective vision or eye-strain. We are pleased to state that our sight-testing is free—that glasses are guaranteed to be satisfactory.—*Pettis Dry Goods Co., Indianapolis, Ind.*

Your eyes are your bread-winners—take care of them. If you would think what it means to be deprived of your eyesight—how utterly helpless you would be if you couldn't see things—you would not abuse your eyes in the least, but would take the greatest care of them. The moment you feel that anything is wrong—if your sight is blurred, if you feel dizzy, or if your eyes tire easily—you shouldn't lose a moment in having them examined. By being prompt in attending to your eyes at the first signs of trouble you will be able to have the defect speedily and permanently corrected.—*F. B. Alexander, Newark, N. J.*

Sight help.—*Ryrie Bros., Toronto.*

About the looks of glasses. A great many people don't stop to think of how a pair of ill-fitting glasses mar the looks of a person. Now if you have to be a glass wearer, don't wear a slouchy looking pair. People can't help but notice how awkward and ungainly they look.

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The best face you ever saw can be entirely changed, so to speak, by such glasses as we are talking about. On the other hand, if they are worn of the rimless kind, proportioned in every way to suit the features, they will not in any way detract from the looks of the wearer.—*J. C. Sharer, Alliance, Ohio.*

A pleased expression. The eyes must be fitted perfectly to insure the pleased expression which denotes physical comfort. Our optician is an expert in the selection of proper glasses to overcome all defects of the eyesight.—*E. O. Zadek Jewelry Co., Mobile, Ala.*

How often have you heard this very remark: "Why, I remember when it was a rare thing to see a young or middle aged person wearing glasses." The spectacle habit cannot be ascribed entirely to defective vision, a loss of optical power, but is due rather to the better knowledge that people have of the importance of affording the eyes every help in performing their very important work, for the demands and exactations laid upon these delicate and sensitive organs keep increasing continually. There are many people who do not know that they need glasses until they have almost ruined their eyes.—*John G. Meyer's Estate, Albany, N. Y.*

In a great many instances eyeglasses are worn which have never been properly fitted to the wearer. My optician is an expert in securing a perfect adjustment, which means that the glasses are comfortable and improve the sight.—*T. C. Tanke, Buffalo, N. Y.*

Owls have been called wise, since one, a long time ago, discovered that he needed glasses and immediately put them on. You who are working your eyes blind should emulate the owl—put a pair of glasses between your eye weakness and the world. Don't let it go any farther.—*Adolf Freese, Los Angeles.*

Getting around optical difficulties is easy when knowledge makes the way clear and the instruments are at hand with which to achieve satisfaction. We mend your eyes if they have any defect. Glasses are needed if your eyes are weak. When the eyes fail they fail rapidly and spectacles like reinforcements to a retreating army are an immediate necessity.—*Cox's, Denver, Col.*

When the letters blur it's nature's warning that something is wrong with the eyes. Good eyes mean a living to most of us—and can't be neglected. An examination will show whether they are actually diseased or merely tired out.—*Van Wert's, Colorado Springs, Colo.*

Shakespeare and the Bible don't escape criticism. Many a man is a critic because he likes to be contrary. You can go contrary to the wishes of your friends and neighbors, and sometimes get the best of them; but attempt to go contrary to the dictates of Nature, and you always get the worst of it. There is no use to "kick" about wearing glasses. If Nature says spectacles, why, spectacles it must be.—*W. J. Davis, D. O., Woonssocket, R. I.*

Few people realize the value of their eyes. The benefit of perfectly fitted glasses cannot be overestimated. We have made a thorough study of this subject and are prepared to fit glasses scientifically. Come to us with your eye troubles. All diseases of the eye correctly diagnosed without the use of drops. We make no charge for examinations.—*W. F. Sellers & Co., Altoona.*

Glasses for all ages.—Our circle of clients includes people of all ages from children to octogenarians, and the beauty of it is that we please them all. Whatever your oculist may prescribe for you—whatever you will permit us to select for you—will be found to be satisfactory in every respect. Put us to the test—you'll not be sorry.—*Frank V. Kent & Co., Grand Forks, N. D.*

Here are strong reasons why you should come to me when you need eyeglasses: Because my famous \$1.00 eyeglasses have no equal for the money throughout the breadth of this land. They are not the kind of dollar glasses sold elsewhere. They are worth many times a dollar. Because my experience of thirty years in fitting eyes with proper glasses enables me to determine with absolute certainty just the kind you need. Because by coming to me you will get the best service and the very best glasses for the least money. Because my stores and my factories contain every new and improved appliance for testing eyes and grinding lenses. Because I maintain a staff of oculists and eye surgeons the equal of any in the city. Because they will examine your eyes and give you the best possible advice free of charge.—*L. Alexander, Brooklyn, N. Y.*

Eyes examined free. By this we mean a careful, scientific test.—*O'Gorman Co., Providence, R. I.*

Eyes trouble you now? What will they be worth ten years from now unless you care for them at once? Do you fully realize the danger of neglect? But neglect is not all. There is also the danger of mistreatment. There is no

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mistreatment more serious than wrong glasses. Wrong glasses are glasses not suited to your eyes, glasses fitted after a pretence at examination, glasses chosen from a trayful by trying on one pair after another, glasses bought over a bargain counter and fitted by a dealer, not by an optical specialist. If you want your glasses absolutely correct and are unwilling to have your eyes tampered with, better bring your eye troubles to me and make sure.—*M. H. Harris, New York.*

The right kind of eye-glasses are the only kind worth having. Right eye glasses mean improved sight and benefited eyes. Wrong glasses mean injured eyes followed by blindness. Thousands have been benefited by my skill and accuracy, but no one ever got a wrong pair of glasses from me. I know the danger of improper glasses. I know how precious eyesight is, and I am therefore so careful that incorrect glasses are an impossibility here. You can come to me with absolute confidence. And with all this assurance of accuracy it will cost you less to get your glasses from me than from any other first-class optician. No one charges so little as I.—*L. Alexander, Brooklyn, N. Y.*

Defects of the eye and eye strain may be remedied by the use of lenses which must be accurately fitted. Hardly less important than the lenses are the fitting and proper adjustment of spectacles and eye-glasses to the nose. Lenses which have been prescribed with the greatest skill and accuracy are often so worn as to fail entirely of their purpose. Indeed their false adjustment may produce the very opposite results and thus prove harmful to the eyes. Bring your eye troubles to us.—*Taylor, Hartford, Conn.*

All styles and kinds of frames for eyeglasses and spectacles—that is, all styles of the good kind—we handle no other. Nose pieces to suit every nose; frames to suit every purse; made to order, if need be; made to fit in any event. Of course the lenses we supply are on a par with the frames. Every eye aid here.—*The G. W. Jewelry Co., Peoria, Ill.*

Defective eyesight may have its humorous sides, but it may also cause mistakes or more serious accidents. Many cases of impairment of the vision can be readily cured by glasses properly adjusted. If you have any difficulty with your eyes do not delay or trifling with them. A consultation with Kent will put you right.—*Frank V. Kent & Co., Grand Forks, N. D.*

The great army of glass wearers in this community have mostly been fitted at our place. The reason is on account of our exact work. No person is ever advised by us to use glasses unless they are necessary. But when we do, our fitting is absolute. If you suffer from headache, or poor vision, we would be pleased to have you call and we will gladly tell you without charge the true condition of your eyes.—*J. C. Sharer, Alliance, O.*

Good vision assured with every pair of glasses we fit. Comfort glasses, contentment glasses, perfect fitting glasses. We will sell you a perfect fitting pair of glasses that will make you feel contented and be a comfort at work of any kind. Why not know for certain whether you need glasses or not when the knowledge will cost you nothing and may save you from unnecessary suffering from headaches, nervousness, etc.—*Herman Hiss & Co., Bay City, Mich.*

A correct eye and the skillful hand will always work in harmony if the impaired eyesight is properly treated. Use glasses furnished by Nihart, the Optician, if your eyes show indications of giving out, and you will preserve your sight.—*Chas. L. Nihart, Muncie, Ind.*

A hard headache is often the result of straining the eyes. The only way to prevent the headaches is to remove the cause. Have the eyes fitted with glasses that will prevent eye-strain. Our fitting will enable you to read and work with ease to your eyes. The examination of the eyes is free of charge.—*Pope Optical Co., Worcester, Mass.*

Stop and think about your eyes. They often pain you a little. You simply give them a rest, and you are relieved. But they ought not to pain you with ordinary use. There is something wrong. Let me test them. I make no charge for that. And if you need glasses, or if it comes from some other cause, I will tell you.—*F. M. Jenkins, New Bedford.*

Every one needs glasses, especially when he gets on the shady side of 40 years, but he should be sure he gets the right kind. Those that suit his eyes exactly; neither too weak nor too strong. Get them at Nihart's, and you'll be sure to have them right.—*Chas. L. Nihart, Muncie, Ind.*

Eyesight is of such great value that one ought to take more than ordinary precaution to guard against trouble. If you have a suspicion that there is any trouble with your eyes, you should have them examined at once. Ours is the foremost, largest and best-equipped op-

tical establishment in Joliet. We won't charge you one penny to tell you exactly the condition of your eyes.—*Geo. E. Feagans, Joliet, Ill.*

Eye ease.—A pair of properly fitted glasses will give you a world of comfort that you will scarcely realize with defective vision. The best advice we can give you is to have us fit your eyes with glasses that are guaranteed to conform to their defects. But above all, don't get a pair of cheap glasses that "will do for now." They will bother you constantly and may injure your eyes permanently.—*Ricker & Son, Emporia.*

It saves you money and time when you come to us to get treatment for your eyes. We're exceedingly careful in examining and prescribing. Our glasses will relieve that aching sensation in your optical nerves. A few dollars spent with us will permanently cure your trouble.—*C. J. Duncan, Massillon, Ohio.*

When you see a nice-fitting, neat pair of glasses on a happy, smiling face, it came from here. When you see an old, twisted, crooked pair on a wrinkled, twisted, sour face, it didn't.—*Dr. Arthur N. Baker, Logansport, Ind.*

Satisfactory sight.—When you come here to have your eyes fitted with glasses you are protected by a double guarantee. Our guarantee, that the glasses must give satisfaction or your money returned. Second, the guarantee which comes from the work we have already done. We have fitted satisfactorily every pair of glasses that have ever gone out of here. That is a guarantee that we can and will do the same for your eyes.—*Ricker & Son, Emporia, Kan.*

They are skeleton frames, with the best quality lenses, and each purchaser will be as carefully fitted as if the regular price were charged. This price doesn't cover the actual cost of the gold. We offer this remarkable chance as an advertisement for our optical department. As soon as it becomes generally known that we have prominent physicians and oculists in this department we will not have enough room to accommodate the demand. Remember, you get the same professional attention here as you would in an eye hospital, and we charge only for the glasses. Department is in charge of an optical expert of established reputation.—*Ehrich Bros., New York, N. Y.*

Wrong spectacles are worse sometimes than none. If in doubt about your present glasses or eyes, we will examine your eyes thoroughly and advise you honestly.—*Campbell & Girard, Worcester, Mass.*

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Spectacles look large to you if you have never worn them. You put off getting them just as long as possible. Very often people injure their eyes by putting it off too long. Very frequently if you commence wearing glasses just as soon as you ought to use them you will only have to wear them a few months. They will correct your eyes. Save your eyes by protecting them. They are more important than your hands. Why not treat them as well? For the best glasses, see *Keppler, Jewelry Co., Anaconda, Mont.*

He Frowned.—"Full well the busy whisper, circling round, conveyed the dismal tidings that he frowned." Goldsmith's "Pedagogue" was a man of moods, and his pupils understood them. He frowned probably because his eyes were defective; it was an indication that he needed glasses, but in those days they were not to be had scientifically adjusted for such defect. You live in a different age, and we scientifically adjust glasses to correct any correctable eye defect.—*T. J. Howe & Co., Louisville, Ky.*

Eye-glass construction. The highest achievement in eyeglass construction is represented in our new model eyeglasses. Comfort, quality, durability, appearance and reasonable price leave nothing to be desired.—*C. J. Monson, Jr. & Co., New Haven, Conn.*

Eyeglasses. No fancy prices for optical goods at this store. No risk either, for we guarantee satisfaction or money refunded.—*T. Eaton, Toronto, Can.*

It is quite a trick to fit glasses to the eyes. Only the trained optician, with accurate, scientific instruments, can do it properly. The appointments of our testing room are modern and complete. Experience, skill and a thorough knowledge of the optical business enables us to fill the requirements of our customers with the utmost satisfaction.—*Frank C. Hart, Tacoma, Wash.*

Glasses That Fit.—We succeed because out glasses give perfect sight. The frame sets comfortably, each eye looking through the centre of the lense, the whole becoming to the wearer.—*Dr. E. H. Jackson Company, Simcoe, Ont.*

Is it worth while to suffer from eye ache, headache or poor vision when relief is so near and can be had at such small cost? We make a thorough examination of the eyes without cost, and if glasses are needed furnish them at the lowest possible price. Perfect fitting guaranteed.—*O. B. Jackson, South Norwalk, Conn.*

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Children's Eyes should be well looked after, by taking care of the eyes when young. It means good sight when the child grows up. Nothing so disqualifies a person for life's work as to have poor eyesight. It is your absolute duty to pay attention to the child when it complains. No one is more careful in fitting glasses for the young folks than are we. Our idea is to fit them so that their eyes will be so improved in a year or two, that they can leave off wearing them entirely.—*J. C. Sharer, Alliance, O.*

Comfort in reading can only be obtained by using glasses correctly fitted by one who knows how to do it; no guess work will do. Hundreds of Galvestonians can testify to what I have done for them in the way of fitting glasses.—*Daniel Robinson, Galveston, Tex.*

Only eye strain. Only eye strain indeed, but it is responsible for more headaches, nervousness and general discomfort than you give it credit for. If your eyes give you the slightest trouble, is it not the best policy to find out the cause?—*O. B. Jackson, South Norwalk.*

The pleasure of traveling is largely a matter of seeing—seeing scenery. A good field glass increases your seeing power a dozen times over and doubles your pleasure of traveling thereby. We can tell you a great deal about field glasses, for they are directly in the line of optical goods.—*John L. Moore & Bros., Atlanta, Ga.*

Bring eye troubles here, and get rid of them. That is—if glasses can cure them. We can't make a new eye; neither will we attempt it, but we can help any one that glasses can help. No stairs to climb.—*R. B. Swift, Portland, Me.*

How sad it is to see a child with cross eye or squint. Yet, parents, you ought to know that in 8 out of 10 cases of cross-eye the defect is caused by an error of refraction, the proper correction of which in nearly every case will straighten the eyes. You've tried glasses, and it didn't work? Well, notice we said "the proper correction." But don't think it will be an easy matter if not attended to early.—*Dr. E. H. Jackson Company, Phoenix.*

The exceedingly small cost of wearing eyeglasses of absolute correctness should permit of no compromise with those of uncertain merit.—*Ryrie Bros., Toronto.*

The rigid spring eye glasses. For quiet people who wear spectacles. For active people who golf, bowl, run, jump. For all people who have never yet found securely fitting eye glasses.—*H. A. Knaber, Brooklyn, N. Y.*

If you cannot see as well as you should, see *O. B. Jackson, the Optician, Norwalk, Conn.*

When your eyes are comfortable in reading you are to be congratulated; when they are not comfortable you should consult our optician, who will, if necessary, fit you with the proper glasses.—*Dantzler & Dorenfeld, Corsicana.*

Blinking, squinting, are caused by weakness or strain. We can relieve these conditions—perhaps cure them. Consult our specialist.—*Bastian Bros., Rochester, N. Y.*

Eye strain does not mean impaired or poor vision. In the act of seeing we expend a certain amount of nervous energy of which we are totally unconscious when our eyes are in normal condition. If we experience a sensation of discomfort, especially in observing closely a small object, there is eye strain present; there is an overtax on your eye muscles—they rebel, eyes water, feel sandy, headaches. You can easily stop it with glasses.—*L. A. Ott, Mansfield, Ohio.*

Clear sight glasses. People who wear our glasses have comfort and good sight. Our glasses, too, look well. They have a refined appearance. To be able to see well is, perhaps, more desirable than anything else. This is just the point at which we are strong. We can supply glasses through which you can read with great distinctness. Eye testing with us is free.—*Wanless & Co., Toronto, Can.*

Take two pair of glasses to the country. You won't have to waste a day or more then in discomfort while new ones are being ground. If you are wise, you will have one pair mounted spectacles fashion—better for tennis, surf bathing, sailing—windy weather generally. If your glasses were made here—and you break them, send us a postal, phone or telegraph. We will have new ones ready in the shortest possible time and forward them to you. Wherever the glasses were made, if the broken bits are sent to us we will fill the prescription and the work will be done quickly and at less cost than glasses of the same character would cost you elsewhere.—*F. Loeser & Co., Brooklyn, N. Y.*

"Just splendid." We doubt whether there is any one little thing on earth that will afford an elderly person so much pleasure as to find a glass that will give them good vision after their eyes once begin to fail; something that will "make them see like they used to." Let us but once get a pair of our "so-easy nose rest" glasses on any one and we invite them "try" others to their heart's content—such comparisons only bring out the superiority of our glasses and the excellence of our work. Examination free.—*McHenry & Stevens, Zanesville, O.*

Where eye troubles begin. Most eye troubles begin in childhood. A little abuse, a little strain early in life, means much more after maturity. The slightest symptom should be looked into. School children should have every advantage. Usually if glasses are prescribed in time, actual disease is prevented, and they can be discarded as the child grows older. Remember, we are here to stay, so if glasses are not right, they can be made so. Examination free.—*Rushmer's, Pueblo, Col.*

The first pair of glasses you wear should not be selected at haphazard, but should be devised by an experienced optician after thorough examination of your eyes. And they should be right in the beginning and so prevent future impairment of your vision. A consultation with "Farmer," the optician, will place you on the right track. We have no agents on the road.—*Fred D. Farmer, Saginaw, Mich.*

When the letters run together when you read. That is one of the best evidences that you need glasses. This effort will surely result in loss of nerve energy if not permanent eye injury. You may stop this if you will by getting glasses that properly correct the defect. Remember we sell the Toric "Bisight," the only perfect one-piece lens for both distance and near. No matter what the age. It is to your interest to see us without delay.—*J. M. Crawford & Co., Fresno, Cal.*

Eyes wear out. Artificial light does your eyes no good. Most people are obliged to derive their mental sustenance with the help of either gas or electricity. Either works harm in the long run. A good pair of glasses is a sure preventative, and sometimes a cure. I have had a great deal of experience in treating eye troubles of all kinds.—*Jud S. Newing, Binghamton, N. Y.*

Saved by glasses. Depressed in spirits, head splitting, nerves unstrung, body weak, appetite absent, how likely are suicidal thoughts! Then, here's the optician, the optician. Glasses save the day, perhaps life. If your physical ills are due to eye trouble, have us examine your eyes free of cost and fix you with glasses to set the human machine working aright again.—*Bauer Bros., Zanesville, Ohio.*

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Looking forward. Looking forward the year 1907 promises much for the progress and growth of the optical business. We think that no branch of science has made such strides as has optics within the past five years and more. We are adding machinery to our already splendid equipment that was hardly thought of even a year ago. Our ambition is to keep this store and its service squarely abreast of the newest and best in optical progress. Even now no better service is rendered on the Pacific coast, and, having very desirable Eastern connections, we shall continually strive for a higher and higher standard of optical excellence. We invite your patronage for 1907 with the assurance that you will be highly pleased with results.—*J. M. Crawford & Co., Opticians, Fresno.*

Any eye strain? We will make a thorough examination of your eyes; if you do not need glasses, or if those you have are all right, we will tell you so. If you do need them, we will tell you what it will cost to make them in the style you desire. You will be under no obligations to get them, nor even asked to purchase. If you conclude to get them, of course we will be glad to furnish them and you will be sure of getting the correct thing. This is the foundation of our reputation.—*Sun Optical Mfg. Co., Inc., Trenton, N. J.*

Do you have trouble with your eye-glasses, staying on or pinching your nose and making sore places? If so, you should try either the So Easy or Shuron mounting. These glasses are made on a new principle, and hold without any unnecessary pressure, are comfortable and neat in appearance. We have them in all sizes and can fit almost every nose comfortably with them. Consult our opticians.—*Millard F. Davis, Wilmington, Del.*

"Look before you leap" into the uncertainty of inexpert eye examination—otherwise your landing may be distressing if not disastrous. We engage to tell you nothing but the truth, though it may hurt you for a moment. A little pain now is better than a lot later on. We are experts in fitting eyes with appropriate glasses or spectacles at almost eye healing prices.—*Bauer Bros., Zanesville, Ohio.*

Eye-glasses are intended to remedy defects in vision. Any glass that fails to do this is harmful and should not be worn. Not if we can help it will we allow a purchaser of eyeglasses to retain them unless they render helpful service. You are to be the sole judge.

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Satisfaction to you or your money back upon request. Skilled optical service and our fair prices make this possible. Such advantages we offer to patrons of our optical store.—*Weinstock, Lubin & Co., Sacramento, Cal.*

Save your eyes. We have an expert optician who will examine your eyes free of charge and fit you with glasses if you require them—try us and avoid many headaches—the result of poorly fitted glasses.—*Boston Store, Milwaukee.*

Eye strain does not mean impaired or poor vision. In the act of seeing we expend a certain amount of nervous energy, of which we are totally unconscious when our eyes are in normal condition. If we experience a sensation of discomfort, especially in observing closely a small object, there is eye strain present, there is an overtax on your eye muscles—they rebel—eyes water—feel sandy—headaches. You can easily stop it—with glasses. Consult our Mr. Segall. He'll be glad to talk it over with you and you incur no obligation whatever in doing so.—*El Paso Optical Co., El Paso.*

Do you read easily? Ever have to move the book—or your head—a bit to make the print come just right? Or seek a stronger light? No need to worry—hundreds of just such cases come to us every week. Either your eyes are tired; they need simple rest glasses for a while for close work; or may be the vision is changing a bit, as it does about once in seven years with most people. The Loeser optical store has held an established position for many years. An experienced optician will examine your eyes free of charge. If you need the services of an oculist you will be told so. If simple glasses will help you they can be prepared here at less price than work of such character would cost you outside of Loeser service.—*Frederick Loeser & Co., Brooklyn, N. Y.*

A pair of glasses. Don't "go it blind," don't think the world's come to an end, don't even swear, if you lose or break your eyeglasses or spectacles—simply come here and get a new pair. Won't cost as much as you think. Eyes examined free. Oculists' prescriptions filled. Everything optical at *Geo. J. Chapman Co., Tacoma, Wash.*

Weak eyes. Our expert optician, Mr. E. J. P. Massicotte, makes a specialty of supplying glasses to those whose eyes are only weak. He will tell you many interesting things about the care of your eyes, and save you from having to wear glasses all the time. Consultation free.—*Z. Paquet's, Quebec, Can.*

Three forms of eye trouble are commonly met with, any one of which may have existed from birth. Nature does not always make perfect eyes. We have near-sightedness, far-sightedness and astigmatism, which is a form of irregular sight. All of these defects require attention. If a child has any of these ocular defects and is expected to do close work of any kind, he must have his eyes carefully examined and wear such glasses as will correct the refraction of his eyes. As well expect a child born with one leg shorter than the other to walk without limping as to ask one born with imperfect vision to do accurate eye-work without suffering the consequences. Consultation free.—*Earl W. Gooding, Refraction Specialist, Plymouth, Mass.*

New invisible bifocal for "far" and "near" vision. This bifocal, known as the "California Optical Co.'s Invisible Bifocal," is ground by special process by which the segments are practically invisible, their presence not being noticeable to the casual observer. To the wearer they allow the eyes to range up and down without annoyance so successfully that many who have been unable to wear other forms of bifocals can use them with pleasure. They can be made as thin as desired, and remember they have no large cemented surface to blur or fog.—*Warner's, Fresno, Cal.*

Then buy an automatic eyeglass holder and save your glasses. You always know where your glasses are. Made in gold, gold filled, silver, gun metal and enamel. All styles and prices.—*F. N. Taylor, Hartford, Conn.*

Do you wear Bifocals? If you do let us show you the new "Texas." It is absolutely the only correctly ground Bifocal on the market doing away with all prismatic effects which are so pronounced in other lenses of this make, besides being invisible. When made up in "Toric" lenses, they are a thing of beauty and style. Not only that, but "Texas" guarantees "Comfort." Come in and let us explain the manufacture of this glass. It will take only a few minutes and may be a benefit to you.—*Texas Optical Co., Houston, Texas.*

Wisdom suggests the propriety of caring for your eyes before they become permanently defective. Before you have to spend time, money and sacrifice comfort in undergoing eye treatment or perhaps an operation. In nothing is the old adage of "a stitch in time" more truly suggestive than in caring for your eyes. We can fit you perfectly with glasses. We can make them in our own

OPTICAL GOODS

shop in Fresno. They will have our personal impression from the prescription to your eyes. Make us your opticians. We'll make good.—*J. M. Crawford & Co., Fresno, Cal.*

Accurately fitted lenses are a boon to imperfect eyes, but mark the word accurately. If the examination is not methodical, if it is not scientific, if it is not exhaustive, there can be no accuracy in the prescription, and the chances are that a seeming benefit may result in a permanent injury.—*David Kletzky, O. D., Pueblo, Col.*

Looking out on the world through the medium of our perfectly fitted glasses you'll see it in a new light. Our success in filling the demands of the most exacting wearers of glasses is due to our use of the finest of lens and the utmost skill with the best scientific apparatus for testing the eyes and fitting glasses.—*King & Metzger, Lexington, Ky.*

The confidence placed in this house is well deserved. It is California's largest and best equipped optical house. Six stores and six factories are constantly engaged in caring for the optical needs of the public, and doing so conscientiously and well. Our latest and greatest eye-help is the Kryptok. This great glass gives clear reading and distant vision in one. It does away with two pairs. It has no lines across or pieces patched on and is perfect for this climate.—*Chinn Beretti Optical Co., Fresno, Cal.*

Let us show you the Toric lens. It gives a much larger field of vision and is clearer than the ordinary lens. We like to have you examine our new styles of eyeglasses.—*E. B. Meyrowitz, St. Paul, Minn.*

Have opened offices, No. 29 N. Second St., and will be pleased to see all people suffering from eye troubles. Our Harrisburg office is in charge of Dr. Stevenson, who is a well-known Philadelphia oculist. No charge for examinations. Special clinic will be held Saturday morning for school children. Note—Dr. Stevenson was formerly associated with the late Drs. Keyser and Ernest Goodman, of the Wills Eye Hospital, Philadelphia.—*The Philadelphia Optical Co., Harrisburg, Pa.*

Your eyes are as valuable an asset as you have. Think what you would do without them. Yet how much care do they get from you? Watch the eyes. If they ache after steady use for some time; if you have headaches that you can't explain—go to a good optician and have your eyes examined.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Gold front eyeglasses. They are skeleton frames with the best quality lenses. This price doesn't cover the actual cost of the gold. The clips are the new kind which cannot slip and do not disfigure the nose. We offer this chance as an advertisement for our optical establishment. We want all eyeglass wearers to become acquainted with the New Haven Optical Co. This offer of \$3 glasses for \$1 includes the service of our eyesight specialists. They give each eye separately the most thorough examination, using only the latest and finest instruments. Absolute satisfaction guaranteed.—*New Haven Optical Co., New Haven, Conn.*

If you are thinking of buying new glasses or having your old ones repaired bear in mind these few valuable suggestions: We use only the best lenses, the best material. We make all our special lenses on the premises. We employ only skilled labor. We dispense high-grade goods at a low price. Try us.—*The Harvey & Lewis Co., Opticians, New Haven, Conn.*

Are you thinking? Or do you know that we have fitted hundreds with our compound astigmatic glasses and cured them entirely of their headaches? This bit of information may be of great value to you should you be a sufferer from like cause. Where astigmatism exists you will also find headache; they go hand in hand. A barrel of drugs will not remove the cause. There is but one remedy and that is *glasses properly fitted*. This is our specialty. We have done for others—we can also do for you.—*L. A. Ott, Mansfield, Ohio.*

Your eyes are not alike. May or may not be a true statement, but it's a hundred to one it is. Only way to find out is to call on expert opticians like us and have your eyes examined. That's free. Then if you need glasses you can buy them. If you don't you'll be told so. In any event you'll be treated fairly.—*Bauer Bros., Zanesville, Ohio.*

When eyes twitch it's a sure indication of eye-strain. The twitching is produced by sudden releases of strained and contracting muscles. My specially ground lenses remove the strain, restore the vision and free the eye from this annoying condition. For twelve years I have successfully performed this work in Pueblo, and my skill is vouched for by our leading professional and business men.—*David Kletzky, Pueblo, Colo.*

Do you have a regular optician? One who is acquainted with your eyes and your peculiar eye trouble, to whom you

OPTICAL GOODS

feel at liberty to go for any little adjustment of your glasses or advice, and who will take a real personal interest in your eye welfare because you are his patient? Or do you drop into any store to be served now by some employee and again by some other?—*J. M. Crawford & Co., Fresno, Cal.*

The success of our house is due to our adoption of the modern system of fitting eyes. This system assures to you the expert service of conscientious opticians with clean records and our great guarantee behind them. It assures good glasses. For many years you have had this service from us. It is your protection against the incompetence of those who come into optical existence to-day only to be out of business tomorrow.—*Chinn Beretta Optical Co., Fresno, Cal.*

If you are one of those unfortunate people dependent upon your glasses, you ought to have an extra pair. In case of accident you would be seriously incapacitated while waiting for the necessary repairs or the making of new glasses.—*J. M. Crawford & Co., Fresno, Cal.*

Substitution is as old as trade itself. We accept substitutes because we don't like to bother about getting what we ask for.—*Mertz's Magazine.* But we must bother when the safety of our eyesight is at stake. We must resolutely refuse substitutes.—*Chinn Beretta Optical Co., Fresno, Cal.*

Do your eyes trouble you? If so, have you had them examined? We make no charge for examination and guarantee to correct defective sight or no charge. A fully equipped optical department in charge of a graduate optician.—*Dodge & Whitney, Lansing, Mich.*

"He who runs may read"—with our new Bi-Kontorik lenses. The invisibility of the bi-focal is the characteristic and unique feature of those wonderful lenses. The line of division between the distant and near sight is so difficult of detection as to be practically invisible alike to wearer and observer. It is true they cost more than lenses of the ordinary kind—because of the expert skill and labor required in grinding them—but they are less expensive than any other style of invisible bi-focals and infinitely more satisfactory. We prescribe, grind and fit our own glasses to correct all defects of vision however complicated. The responsibility is ours, the comfort and satisfaction yours. Remember Kontorik and Bi-Kontorik lenses can be had only from *A. Martin, Inc., Brooklyn, N. Y.*

Eye glass comfort. Our new model Stazon mounting are the acme of comfort and ease. They have excellent clinging qualities, and are the neatest and most inconspicuous mounting we know of. Better try one of these mounts.—*G. F. Hutcheson, Charlotte-town, P. E. I.*

Glasses will relieve headache. In nine cases out of ten headache comes from the eyes. In all such cases properly fitted glasses will at once relieve the strain and prevent headache. If you suffer from headache have your eyes examined. I guarantee correct glasses in all cases where needed.—*M. L. Pouz, Leading Optician, Spokane, Wash.*

The eyes cannot be cared for too well. If your eyes grow strained and tired you need glasses or a change of glasses. We make a specialty of testing eyes and fitting the proper lenses. We carry a full line of optical goods of the very finest quality.—*Royal Optical Co., Winnipeg.*

When you have tried, spent your money, failed to get glasses to suit you and are discouraged about your eyes, and continue to suffer with headaches, call and see me. You want to see. I use no medicine in the eyes and fit your eyes scientifically to glasses. No risk run in getting glasses of me. Prices reasonable. Examinations free. Office hours, every afternoon and evening.—*Dr. H. Thomas, Lebanon, Pa.*

High grade opera glasses. They make favored Xmas gifts. We use extreme care in selecting opera glasses—choosing only the smarter styles in the late finishes. But at the same time we fully realize the importance of perfect lenses. All of the glasses sold here are warranted true optically. We carry a comprehensive array of the leading makes as well as those made especially for us. Prices range upward from \$5.00.—*M. A. Hagen, Fargo, N. D.*

Selling glasses. When a man sells glasses as an article of merchandise, he does not, or should not, claim to rectify difficult and complicated cases of defective vision. To accomplish that requires especial knowledge and especial skill. Selling glasses is one kind of business; the accurate fitting of lenses is altogether a different matter.—*David Kletzky, O. D., Pueblo, Col.*

Look up and cheer up. Even if your eyesight is bad, we can remedy the defect with proper glasses. Everything is in the lens. It makes no difference whether the frame be made of gold or brass—neither will help your eyesight. It is not the looks of things so much as the way you look that is of interest to you. Let us adjust the proper glasses to your eyes, and you will find you have perfect vision at a small cost. Call at once. Reduced prices for holiday trade. Will gladly change glasses bought for presents within sixty days.—*S. B. Dembo, Binghamton, N. Y.*

The improved appearance made by wearing glasses is easily appreciated, while the increase in comfort to the wearer is very great. Remember, that the writing of prescriptions is our special work; we also grind and fit our own lenses. Our twenty years' successful practice has abundantly proved that this work can be better done without dividing the responsibility between oculist and optician. Our work embraces that of both.—*A. Martin, Brooklyn, N. Y.*

Did you ever consider that the fitting and adjustment of eyeglasses is an exact science. Correct work requires painstaking effort and a scientific knowledge of the eye attained only through years of study and practical experience. Our examining optician is fully capable of suiting the most difficult cases. We guarantee satisfactory results, or money refunded.—*El Paso Optical Co., El Paso, Tex.*

Valuable eye-aids. Would you see clearly—get good glasses. Would you see easily—get good glasses. Would you preserve your eyesight—get good glasses. Get Chinn-Beretta glasses—made in the firm's own factories—made from the finest materials—made with the greatest care—valuable eye-aids.—*Chinn-Beretta Optical Company, Fresno, Cal.*

Our optician says that it is astonishing the great number of children who possess eyes incapable of school work. Education is based principally on the use of the eyes—if these be deficient then the chief basis of learning is hampered. Don't allow these defects to go uncorrected—it may prove serious. Our optician's advice may be fully relied upon.—*Ryrie Bros., Toronto, Can.*

OPTICAL GOODS

GIRL GRADUATES

Remember the graduate with something lasting.—Some of our rare jewelry.
—Julius C. Walk & Son, Indianapolis.

Forebodings of the eventful graduation time. Brains the first requisite—then these, for the girl graduate.—*Bernstein's, Pueblo, Colo.*

Commencement of the end of school days naturally brings thoughts of presents for graduates. No such place like the jeweler's for real, precious and enduring gifts.—*Heintz, Lexington, Ky.*

In selecting commencement gifts why not commemorate this event—one of the most notable in your child's life—by choosing a diamond? Even a small one, coming as it does on that occasion, carries with it a great deal of sentiment, and the recipient will cherish and remember it a lifetime.—*J. S. Lewis Co., Ogden, Utah.*

A glance through our store offers many suggestions to parents, and friends, for the remembrances so appropriate at commencement time. Our watches, rings and brooches should interest those very near to the young graduates; their other good friends will also find many acceptable articles in our stock.—*J. S. Lewis & Co., Ogden, Utah.*

For the fair girl graduate. Just a few more weeks of school and then commencement day, the most important event in the school life of the girl graduate, will be here. With it comes the need of a graduating gown and all the requisites that are essential to this grand event. We bring to your attention today, a list that contains many things that will be needed by every girl who

graduates and which can be gotten to best advantage here.—*Gable & Co., Altoona, Pa.*

Batiste and net robes for *graduating dresses* or lovely evening gowns. They came in with the New Year, full of the lovely freshness of spring. We lifted the covers of their boxes a full three months ahead of time, so that graduates could select their dresses, and women their gowns for coming social events. These robes were made in France and Switzerland. The skirts are almost ready to put on, and there are trimmings and ample material for the waists. Very easy, indeed, to put together for any woman with a little skill.—*The J. L. Hudson Co., Detroit.*

Things for the girl graduate. Commencement day—off with the old life and on with the new. We've everything for girl graduates except diplomas. The gown comes first, of course. You'll find a handsome line of *white dresses* specially adapted to "graceful girlish figures." All desirable materials—very pretty and very cheap. These you find in suit department. Or, if you prefer to buy the fabrics and see to the make of the gown yourself, we can supply you with just the fabric you want at the price you want to pay. Then the accessories—the lesser part of the outfit, the finishing touches, but very important—fans, ribbons, gloves, shoes, hose, belts and perhaps a hat. You will find plenty of choice here. All very bright and cheerful as befits the occasion. Things to do honor to the last day of school. Let us show you these.—*Hills, McLean & Haskins, Binghamton, N. Y.*

"What's the difference between a gown and a creation?"
"I can't give you the exact figures, but it's a small fortune."—*Chicago Post.*

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She—"Do you believe that mosquitoes smile?"
He—"Well, if they are not smiling this season, with all the openwork waists around, they never will."—*Yonkers Statesman.*

GIRL GRADUATES

FANS

of your home and on the veranda.—*The Fair, Chicago, Ill.*

Hand decorated fans—water colors or silk. Daintiest creations we have ever offered. Nothing finer can be found for graduation gifts or birthday presents. Despite the fact that these fans are of foreign manufacture and real works of art, we have made the price temptingly low. You will be delighted with their beauty.—*Marshall Field Co., Chicago.*

It's fan time now, better get one. Keep cool, a fan helps considerably, and when you can get one at a low price why should you be without it?

We are showing a great assortment of fans; in white silk gauze, with beautifully carved ivory sticks; hand painted and lace trimmed; different prices.—*May Co., Cleveland, O.*

New paper fans prettier than ever. For one thing the colorings are softer—the new shades of Copenhagen blue, dull reds, browns and greens that the clever Jap artists have made into harmonies in the floral and figure printings and in the cut-out effects on sheer gauze. It would seem a pity to spoil a summer frock with the wrong color note when such dainty fans are to be had for a few cents. Black fans and effects in soft grays and white as well as colors from 10 cents to 98 cents.—*F. Loeser & Co., Brooklyn, N. Y.*

Fans. Our stock of fans imported expressly for the Madden-Graham combination has been received and we can say with all truthfulness it is by far the most beautiful line ever shown in the city. Fans for graduating presents are always acceptable. The time will soon be here for the occasion, which will necessarily cause you to ask yourself, what shall I give? We answer the same by saying, come see our line of fans. And the question will easily be solved. Each and every fan shows the result of an artist. Hand painted with carved ivory sticks. The dainty lace fans studded with spangles are beautiful and no two alike.—*Madden's, Denison, Texas.*

Dainty fans of every description, feather and spangle trimmed, silk and hand decorated. We have never offered a finer line and doubt if you have ever had an opportunity to see a finer fan display. Come and look while the assortment is complete.—*J. N. Adam Co., Buffalo, N. Y.*

Palm leaf fans for cooling one's self. Sell them in dozen lots so that you can have a few handy in the different rooms

Fans for graduates and Anniversary Day. A fan is a dainty gift, and one that will be appreciated by the "sweet girl graduate." We do not know of a time when we have been able to offer such remarkable values as now. Dainty white silk and gauze fans, with lace applique, lace edge, pretty paintings and spangle effects, with carved bone sticks.—*Abraham & Straus, Brooklyn, N. Y.*

Fans for graduation have come hurrying across from Paris.

Dainty little frivols of gauze, spangles and lace—the crowning touch to a white costume.

Pretty ones at almost every thinkable price from 25c upwards.—*Schipper & Block, Peoria, Ill.*

FANS

GLASSWARE

*She—"Why does the bridegroom always seem to enjoy his wedding breakfast so much?"
He—"I suppose because it is too early for his wife to begin throwing plates."—Yonkers Statesman.*

After all what make a table look brighter and more inviting than a sprinkling of crystal glassware? We have been unpacking a beautiful line of these goods this week and they are now shown at the Glassware Department.—*Kay-W-Kay, York, Pa.*

Adorn your table and sideboard with this handsome yet economical press-cut glassware. It's beautiful. Wash in hot water and polish carefully—sparkles like cut glass.—*The 14th St. Store, New York, N. Y.*

A Fourth of July Boom in Tumblers.—Monday morning we began a sale of these seasonable goods which is scattering them in true cannon-cracker style.—*Brinsmaid & Co., Des Moines, Ia.*

Colonial glass, French china. A perfect reproduction of the beautiful designs of our early colonial days.—*Schlesinger & Mayer, Chicago, Ill.*

No other article of glassware is in such immense and universal demand as Table Tumblers and so it is perhaps natural that prices seldom vary. A cut of even two cents a dozen on the wholesale price is enough signal to set every dealer in the country to loading up to his fullest capacity.—*Frederick Loeser & Co., Brooklyn, N. Y.*

The sale of glassware has begun with unprecedented success. Little wonder; consider the prices. This stock is the surplus of the best crystal maker in the country and probably the best factory in the whole Glass Association. By agreement we are not allowed to mention name. This glassware is all thin blown crystal.—*Gimbels Bros., Milwaukee, Wis.*

While this popular glassware is extensively used on account of its durability as a substitute for finer glassware in summer it is used by others at all times simply because of its inherent beauty and quaint design.—*Dulin & Martin Co., Washington, D. C.*

A Tumbler in Tumblers from 35c. to 24c. a Dozen.—Two thousand dozen pressed glass water tumblers, with im-

GLASSWARE

tation cut glass fluted bottom. News that will be appreciated by the prudent housewives. It means a saving that is considerable—when broken tumblers may be replaced at such little cost.—*Abraham & Straus, Brooklyn, N. Y.*

Do you drink? Well, it does not make any difference what you wish to use in them. We have a full line of tumblers, wine and whiskey glasses.—*The Savings Bank Store, Grand Forks.*

This will be the last chance to secure one of these beautiful sets, as we took all the factory had and this is the last lot. The pattern so careful an imitation of cut glass that only an expert can tell the difference. The glass is clear and sparkling. The set consists of one decanter with hand-polished stopper, and six wine glasses to match, with full-sized glass tray.—*The Fourteenth Street Store, New York, N. Y.*

Carlsbad gold engraved glass. Five hundred samples—about half. Probably the best gold engraved glass in the world comes from Carlsbad. Blanks of purest crystal are delicately engraved with intricate designs of flowers and foliage, and the engravings are backed up with pure gold leaf. The effect is very rich. From one of the chief makers of this glass we have about five hundred sample pieces, scarcely any two alike. And prices are about half the regular.—*F. Loeser & Co., Brooklyn.*

Correct glassware for summer serving. We have goods for every requirement, from the inexpensive, plain patterns to those richly etched and cut. Our colonial designs are very popular for use in summer entertaining and, while moderate in price, have a dignified richness which is very pleasing. We show appropriate styles for serving lemonade, ginger ale, iced tea and other cool summer beverages. Besides, we have the latest patterns in dishes for grape fruit, fruit salads, sundaes, sherbets, parfait ice cream and ices. If in need of graniteware we carry a complete line in lace blue finish.—*H. Watson & Co., Saginaw.*

WEDDING PRESENTS AND TROUSSEAU

Prussian Brass.—A new ware made up in very artistic designs, would make a splendid wedding gift.—*R. Ashby, Colorado Springs, Colo.*

Have you thought about a Chafing Dish as a Wedding Present? It has a hundred dainty uses especially suited to the housekeeping needs of new beginners.—*Hofman's, Columbus, O.*

A tip to the June bride—practice economy; it is the road to wealth. Begin to economize now! We'll help you. Let us fit up your new home. \$1 down, \$1 per week.—*St. Louis House Furnishing Co., St. Louis, Mo.*

The two important advantages obtained in buying wedding gifts at our show rooms—are lower prices and assortments far greater than you can hope to find elsewhere.—*Pairpoint, New Bedford, Mass.*

To the brides of to-day. The first step to success with your cooking will be to insist on having a gas range. Don't start in with a gasoline stove, it's dangerous; or a steel range that will keep you in the kitchen all day; but do your work on a gas range.—*Gas Company, Saginaw, Mich.*

A bride cherishes her wedding gifts more than any presents she receives during her life. They are displayed for the admiration of her closest friends. Let us show you some gift objects that will be a credit to you and a lasting source of satisfaction to the recipient.—*R. Ashby, Colorado Springs, Colo.*

June weddings—China showers. If in doubt what gift to give the June bride, a visit to our china and bric-a-brac departments will suggest many appropriate ideas. They're just beaming over with beautiful new French and Haviland China and finest assortment of bric-a-brac.—*Rosenbaum Company, Pittsburgh.*

Solid silver for June brides. The sterling metal which time has most strongly approved for wedding gifts. Nothing more permanent; nothing more heartily valued and taken care of during all of the life of which the wedding day is the beginning; nothing more valued to be handed down to succeeding generations.—*Wanamaker's, Phila.*

WEDDING PRESENTS AND TROUSSEAU

June Wedding Gifts. Is a rose less precious because it is a gift? Is sterling silver less precious because we introduce the buyer to fine articles that the maker had to sell for about their bullion worth? That's all.—*Schipper & Block, Peoria, Ill.*

June brides. Easy to get married, but hard to get the furniture. A most worthy and esteemed friend of ours said this jokingly; but like many of his sayings, there's quite a grain of truth in it. To-day we briefly enumerate items essential to home furnishing, quoting prices showing how far a little money will go if you purchase your outfit here.—*Kellar & Bullard, New Haven, Ct.*

Here is news for the bride. The subject of what to wear is an all important one. Of course, you want your gown becoming. The goods must be suitable, must be in style and choice centers most on the thin filmy stuffs of sheer open weave, as they make up more daintily, in more pleasing effect, than the heavier kinds. White is the thing, fashion approves it.—*Brown, Thomson & Co., Hartford, Conn.*

Important to Those Who Have Wedding Invitations.—This extraordinary saving occasion affords the ideal opportunity for those who will present wedding gifts, as we have included in this sale an unusually bright diversity of appropriate articles so much cherished by young married people. For the same amount you'd spend elsewhere you may select a present of nearly twice the value, or if you have decided on presenting a gift of a certain valuation, you may as well save nearly half.—*Simpson-Crawford Co., New York.*

Attractive Wedding Presents.—Our stocks abound with innumerable new pieces in crockery and furniture suitable for wedding gifts. All the newest and best novelties now on sale. Include our store in your shopping tour.—*McNamara & Harding, Binghamton, N. Y.*

June is a great month for weddings, and June brides, and bridegrooms too, should see our matchless outfit offers at either the Pittsburgh or Allegheny store.—*Thomas & Co., Pittsburgh, Pa.*

How lace ever came to be the most important part of a bridal dress it is hard to say; but no bride who looks for luck in marriage, or hopes for increased fortune while in that state, goes to the altar without at least a touch of it. And because Duchess, and Duchess point—that exquisite lace that has made Brussels the most wonderful lace centre in the world—is the finest and most delicate—it is the lace that the world considers most fitting for a bride.—*Blum Bros., Philadelphia, Pa.*

Bridal trousseaux whose delicate handiwork, sheer fabrics and filmy laces lend distinctive daintiness to each garment, are characteristic of the exquisite underdressing of the Parisiennes, to whom this important adjunct of correct costuming has become a veritable art.—*Woodward & Lothrop, Washington.*

This store solves every problem of brides' and bridesmaids' outfitting, except individual choice. So that the power of intelligent selection may arrive at its object in the most satisfactory manner, we present more than a hundred distinct styles and weaves of silks, from dainty, filmy creations in lace effects, to heavy, rich, stately satins, embracing style thoughts and fabric schemes for gowns from the world's most authentic sources.—*Blouenstein Bros., Memphis, Tenn.*

June brides always find a wedding present most acceptable when it comes from Byrd's.—*C. L. Byrd & Co., Memphis, Tenn.*

Cut glass for June weddings. Nothing is more appropriate and stylish than cut glass for wedding gifts.—*Morley Brothers, Saginaw, Mich.*

Wedding presents should be selected for their utility and beauty. The present displays the donor's taste.—*Harrington & Noumen-Macher, Columbus, O.*

About the particular wedding you are interested in let us suggest that one of the very best gifts is in the line of sterling silver.—*C. L. Byrd & Co., Memphis.*

June inducements to begin housekeeping offered by Shannons. June is the month of weddings and the month we commence to cut down our stock in preparation for fall purchases.—*Shannon, Columbus, O.*

Our steadily increasing sales at this time of the year are evidence that furniture as a wedding gift, combining as it does, sentiment with practicability, is rapidly coming into favor.—*Sander & Recker Furniture Co., Indianapolis, Ind.*

"The month of brides." We invite the

WEDDING PRESENTS

brides of 1909 as well as of previous years to inspect our beautiful collection of Oriental and American rugs, as well as other beautiful furnishings for floors and windows.—*The H. H. Griggs Company, Cleveland, O.*

All the creations of the foremost producers of footwear are here in slippers and other footwear which the bride will need on her wedding tour. If she be going abroad the correct footwear is here for wear while aboard the steamship.—*B. Rich's Sons, Washington, D. C.*

The June bride's outfit. An unusual collection of bridal garments and home furnishings that can be secured here in endless profusion. It is well to select these early. Quite often the exclusive designs come in limited quantities. Here are a few suggestions as to designs and prices.—*James Shea, Hamilton, Ont.*

Delicate and correct silks for June brides. A glance tells you how finely we are prepared to meet requirements for June weddings. Whatever is correct for dresses for brides, bridesmaids and guests you can find at "Burke's" silk department. No thought "for better or for worse" need be entertained in any selection made.—*Burke, Fitz Simons, Hone & Co., Rochester, N. Y.*

The wedding hour draws near; the song of love's young dream resounds in sweetest melody from rose-covered altars to echo again in pealing wedding bells and greet the happy bride of June. Her face beams with happy anticipation of the lovely gifts her wedding day will bring. We have devoted special care to wedding gifts this season and have the very things brides love most.—*Mulford, Memphis, Tenn.*

Wedding presents should be selected for their utility and beauty. The present displays the donor's taste.—*Harrington & Noumen-Macher, Columbus, O.*

June is the month of marriages, and preparations for weddings are of the utmost importance. The bride must have a trousseau, and her attendants will require appropriate raiment for the beautiful ceremony. Such careful consideration has been given to this subject, and so extensive has been the provision of wedding goods in this establishment that here a complete bridal outfit may be readily secured; also the requirements of bridesmaids and little maidens of honor; and furthermore, most beautiful and acceptable wedding gifts.—*Woodward & Lothrop, Washington.*

Lamps. Cut Glass. Art Wares. If there is a wedding gift to be bought or a birthday gift; if the summer home needs a new lamp or two; if own loveliness—then you will count this news important.—*Abraham & Straus, Brooklyn.*

AND TROUSSEAU

PHOTOGRAPHY

"Do you think Marie's latest photograph does her justice?"

"Yes; but it's a case of justice tempered with mercy."—*Indianapolis Sun.*

Babies! Soon they will be big boys and girls, and their baby faces will be only a memory. Bring the babies and we'll catch their smiles.—*Moore, Simcoe, Ont.*

Our photographs have life to them. They are almost speaking likenesses, yet have all the softness and richness of a painting. Our cameras are not manipulated by mere mechanical photographers, but by artists who can give tone and light and beauty to the reproduction.—*A. L. Merrill, Woonsocket, R. I.*

Special for the Children.—Bring the little ones during the morning hours—any time before noon—and have them sit for a photograph. We'll designate the morning hours as children's hours and give you this inducement: \$3.50 and \$4.00 Cabinets, \$3.00 per dozen. Parents will kindly remember this, bring the little ones during the morning and get the benefit of the reduced price.—*Kottman's Studio, Altoona, Pa.*

How About Your Photograph?—Naturally at this season people are looking well. Many are taking advantage of these conditions—and it is a pleasure for the photographer that he is now able to put forth his best effort. Do not delay until the very hot weather—but call at your earliest convenience, and select the style you wish.—*Davis Gallery, Richmond, Va.*

Rogers the Baby Catcher is now catching baby pictures at the Cobb Studio.—*T. V. Rogers, Binghamton, N. Y.*

Children Look Their Sweetest in photographs that are produced under the experienced and artistic handling of his studio. We have earned a reputation second to none in the United States in the making of baby pictures and family groups.—*The Smith-Curry Studio, Rochester, N. Y.*

Have the baby photographed. We'd like to take the picture of the baby. Sittings till you are pleased.—*Siegel, Cooper & Co., Chicago, Ill.*

It's curious that so few photograph-

PHOTOGRAPHY

ers bring out all the good points in a subject. A little study of each individual soon shows us whether a profile or full face picture would be best. This ascertained, we pose the subject so that all good points are enhanced and others modified.—*Tooke's Studio, Westfield.*

Individuality is the key note to a perfect portrait. Bringing out the real personality, the fine points in character, the little traits that make us what we are. Toned down by the natural spirit of an artist into perfect accord. Not a thing of paper and pasteboard with a ready-made look. If you want a photo of your real self, of what your friends see to love and admire, call on Barnett, leading photographer.—*Barnett, Crowley, La.*

Pictures of babies especially require patience and knowledge of the art of photography in detail on the part of the man who does the picture making.

I've been "catching" babies in their cutest poses for years and some of the best baby photos in the country are products of my studio. I take old folks and medium grown-ups too.—*Rogers, Binghamton, N. Y.*

The know how of artistic photography! Just enough light here—not too much there, putting the shadows where they will bring out the proper lines, posing the subject, so that character and personality will stand out prominently—years of experience and study have enabled us to do this—and that is responsible for the superior quality of our work.—*The Babbitt Studio, Washington.*

Have you had baby's photo taken? It's an art to take baby's photograph as it should be taken. To catch his roguish little smile, his pretty little dimple. Such photographs become prized remembrances of babyhood's days in years to come. Our photographer has had over twenty years' experience in photographing children. Children always look their best when he takes them. No troublesome posings. Snap them in a second.—*T. Eaton Co., Winnipeg, Can.*

PHOTOGRAPHIC SUPPLIES

If you have a rollicking good time with a jolly good crowd you will want to make photographs as souvenirs. We will do developing and printing for you, if you wish—do best work in quickest time and for smallest prices.—*Fred Loeser & Co., New York.*

Photos on cloth. If you would like to print your photographs on a summer pillow or on postal cards or just on any old piece of brown paper, a man will be in the camera store Friday, Saturday and Monday to show how easy it is. The preparations used are: Seurol, for blue prints, 25c. a package; azpiol, for brown prints, 75c. a package. Bring a negative and have a print made.—*Abraham & Straus, Brooklyn, N. Y.*

We Supply Camera Needs.—Old Sol has been very stingy with the opportunities he has given you to practice photocraft so far this summer. Let us hope for more pleasant days in future, and meanwhile "make hay while the sun shines." Devotees of the camera will find every want supplied here. Every essential for those who have mastered the mysteries of the dark-room is provided. Or if you like, we will finish your pictures for you. Those who would join the ranks of amateur photographers will find cameras here of every sort and price.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Amateur photography. Nothing so fascinating, always interesting; certainly an innocent amusement. Kodaks at all prices, from little Brownies at \$2 and \$3 to any price you care to go. A

kodak takes your mind off the heat, and makes your summer a continuous holiday. Even a cheap camera will give you lots of pleasure—and they're educative, too. Makes long winter evenings pleasant to both the family and the guest. Have you seen the new Premograph. Takes 3 1-4 x 4 1-4 in. pictures. Films by mail anywhere with 2c. stamp.—*Lee & Sargent, Montreal.*

The kodak; it fits all hobbies. Whatever one's hobby may be—automobiling, driving, golfing, yachting, or traveling—he can get more out of it by having pictures of all that pertains to it. And then there are the home pictures, the children, the thousand-and-one little interests of daily life. There are pictures everywhere, pictures worth the keeping, pictures that will be prized more highly every year. And in making them the kodaker is bound by no hard-and-fast rule. You may make the exposures and leave the developing and printing to us, or you may do all the work after purchasing the little anti-dark room needs at our photo supply store.—*J. W. Graham & Co., Spokane, Wash.*

"Vanity of vanities," saith the preacher, "all is vanity." True it was in Solomon's time, but that was long before the time of photograph making. Had he seen any photograph developed and finished here he would have been struck by its beauty. You can get a dozen for a mere trifle. Your friends want them. Have them taken without delay. We're ready whenever you call.—*The Aker's Studio, Hartford, Conn.*

PHOTOGRAPHIC SUPPLIES

"OUR STORE"

Cows and shirts. Does service count? If there were two cows pastured in the same meadow, each giving milk of the same purity and richness, one cared for and milked by a farmer's wife, who was clean about herself, and particular about the cleanliness of her buckets, strainers and milk cans—the other cow receiving no care, and being milked by a slovenly maid, using carelessly rinsed buckets and cans—which cow's milk would you want to buy? If there were two stores, each selling the same white shirts at exactly the same price, one being sure that you got a comfortable fit, and the proper sleeve length, then having the shirts carefully wrapped up in a card-board protector, to save the bosoms, and sending them home in immaculate condition; the other store giving you right collar-size but body too small, and sleeves too short, wrapping the shirts in paper only, sending them home with collar bands crushed and bosoms dented—which store's shirts would you want to buy? If other things were simply equal, you know that Wanamaker service would be worth a reasonable premium, because of the care and intelligence with which the public is served and merchandise delivered. But things are not simply equal. Wanamaker merchandise is distinctly better than that of other stores. Wanamaker dollar white shirts are not matched elsewhere for less than \$1.50; and they are the criterion for a hundred other comparisons. At Wanamaker's you get more intelligently selected dry goods, more carefully made apparel, better value in addition to service which, at every point, is the most skilled and intelligent known to modern store keeping.—*John Wanamaker, New York.*

Every big store nowadays must, in order to treat every one alike, stick to the rules which they adopt and to make exceptions of a few would be to break a principle that may eventually lead to the ruination of a business. "Be sure you're right then go ahead," is what some knowing philosopher once said, and it's by far the best advice that any one can give you. Lehman & Company are right in about everything they do—they give the right quality at the right price—they give you the right sort of service, and anything unsatisfactory is always made right.—*L. Lehman & Co., Trenton.*

Your store. We call this your store for the reason that you are at liberty to come and go as you please, whether for sightseeing, rest, recreation or shopping. It is not only a mercantile establishment to make money, but to offer you every convenience in the way of little luxuries that will come to you free of charge and with no cost whatever. Wherever it has been possible we have installed such conveniences as will help you in your shopping and make more satisfaction to you on every purchase.—*Emery, Bird Thayer & Co., Kansas City, Mo.*

Stock at this store has the best chance in the world to be always stylish and seasonable—it comes and goes so fast under the pressure of our big and busy trade.—*Ingram & Bird, Sacramento, Cal.*

"OUR STORE"

A hot day—a cool store. Most people thought yesterday pretty warm. In the tea room, on the second floor, we had to keep all the twenty-two southern windows closed at the bottom—the breeze came up so strong from the ocean that it blew the napkins and bills of fare, even the spoons, from the tables. Not only is Brooklyn's coolest restaurant here, but this is Brooklyn's coolest store, the coolest place to be found, except chin deep in the ocean. Wide aisles, lofty air spaces, a perfect ventilating system and hundreds of whizzing electric fans make it comfortable to shop, no matter how high the mercury goes out of doors. Throughout the store now you will find noteworthy offerings of summer goods, which not only mean comfort and coolness, but which mean very definite economies to those who share them.—*Fredrick Loeser & Co., Brooklyn, N. Y.*

The great tables of this ample, bright and cheery part of our store will be covered with the white vestments, and prompt, courteous saleswomen will serve you. The sale will be numbered among the most important of this store's history and you should be the gainer in no uncertain sense.—*The Lewis Store, Denver, Col.*

Come to the store often, look over the different departments, ask questions about the goods, and then when you cannot come it will be easier to order by telephone. We have much to interest these days.—*Chandler & Rudd Co., Cleveland, Ohio.*

And we don't believe there is a place in town where your wants in this line can be so satisfactorily filled as at this store—the tremendous stocks and wide range of prices make the choosing easy.—*Fowler, Dick & Walker, Binghamton.*

One feature about this store—you can take plenty of time here. Life is too strenuous, anyway. Especially this weather. And when ladies come to pick out clothes for the boys we want them to take it as easy as possible. We have chairs, and tables to be seated at, and we can provide a refreshing glass of water, and you will get waited on just as well as though you rushed into a perspiration. Then there are bargains everywhere in the children's department to make things more interesting.—*Gemmill, Burnham & Co., Hartford, Conn.*

The children are always welcome in this store.—Now that the school vacations are here we desire to emphasize the cordial welcome which always awaits the children who visit this great, interesting, beautiful store. Parents are invited to

"OUR STORE"

bring the little ones when they come on their shopping tours, or merely for the pleasure and delight the beautiful displays will give the children. There are a thousand things here that will interest them, and instruct them as well. That the children regard it as a rare treat to visit this store is evidenced from the many delightful surprises they find on every hand. The points of interest which are so much appreciated by older people are frequently of still greater pleasure to the children.—*Marshall Field & Co., Chicago, Ill.*

The alteration discount sale. "Bother me? Not at all," said a patron in response to the query whether the noise of saw and hammer was found disturbing. "I'd be content to shop the year 'round under similar conditions so long as I could save money at an equal rate." Working now to reduce stocks. Good store keeping demands that a new season's goods must find no old season's to compete against when they arrive.

Then, too, we thought we were generous in our space allotments to the builders, who are busily engaged giving the finishing touches to the interior of The Store of Satisfaction. They don't. As it is a condition that every facility must be afforded them to complete the work by a specified time, contractions and re-arrangements of departments become imperative at each concession. You can't squeeze \$1,000.00 worth of goods into space adequate for \$500.00. You can cut stocks into half by adopting quick selling methods—by pricing every line anew. And this we are doing. No half measures prevail—the proposition of each department chief is to figure out what scale of prices will most quickly get stocks to accord with space at his command, and to price his wares accordingly. What they are doing in this direction is being recorded in our advertising from day to day.—*W. H. Scroggie, Montreal.*

Swayzee's Market is an institution of which the citizens of Marion and Grant Counties are proud; it is one of Marion's "big stores." Our continued and constant growth for the past several years must be an indication that our business methods have been along the lines of fairness to everybody. "We want your trade."—*Swayzee's Market, Marion, Ind.*

The plentiful daylight of "The Daylight Store" is largely responsible for our greatly increased business. It makes you see the clothes—and if you see them you will surely buy them—they're irresistible.—*Reeds, Philadelphia, Pa.*

Quality and price is the keynote of this display—that honest, dependable quality that carries with it the assurance of lasting satisfaction. Our selections are made with great care. We look below the varnish and the veneer; we search for weakness and defects, and discard every article that we believe would in any way prove unworthy, when placed to the test of actual use. It is our constant effort to place good furniture and carpets before you at the lowest possible prices consistent with the qualities offered.—*The Red Star Supply Co., Memphis, Tenn.*

Grocery buyers who want the best for the lowest possible price should not fail to visit this big wholesale and retail store to-morrow. In addition to sharing our profits with you, we guarantee every article we sell, regardless of its price. You simply can't lose. That's the way we do business, and we're always here to stand back of any statement we make in our advertisements.—*M. Quinn, Kansas City, Mo.*

The most progressive store, or the store for most progressive men—read it either way, it's true. The wonderfully increased sales indicate with certainty that hundreds more men are finding out the truth of it every week. Will you test it to-morrow or Saturday? No matter how particular you are; no matter what your attitude toward ready-made—you'll be thoroughly satisfied.—*Strawbridge & Clothier, Philadelphia.*

This store thinks for the comfort and welfare of its customers. Through its purchasing powers it gives opportunities for all to save money on the latest and most wanted goods. We sell on a close margin; we show large assortments of the best goods; we give our customers a good delivery service, with every possible comfort and convenience; we cheerfully refund money for goods that are not satisfactory. We have exchange desks located on all floors of the store at which exchanges are made without controversy. Besides all this, as an added inducement, we give free of all charge "S. & H." green trading stamps—stamps that stand for all that is good and that bring you the most beautiful premiums absolutely free of all cost.—*Lit Brothers, Philadelphia, Pa.*

One of the noteworthy points of our store is its solid reliability. People who come here in response to our printed announcements find the advantages we offer. Our high qualities, our low prices, our splendid assortments, our many conveniences—are facts, not theories. Be-

cause of the prevalence of "facts" in our establishment our customers come to us in constantly increasing numbers, and our firm adherence to facts is the best guarantee that could be offered for our merchandise.—*Columbus Dry Goods Co., Columbus, O.*

This big store is crowded with extra good values in everything that beautifies your home. We court the closest comparison as to prices and quality with any Western store and can truthfully say that nowhere in southern Colorado will you match our stock in magnitude and beauty. We furnish homes complete on easy payments, all price marks are in plain figures. Ask your neighbors about us. Satisfied customers are our best advertisement.—*The C. W. Daniels Home Furnishing Co., Pueblo,*

The wealth of beautiful goods that pours daily into this store, fresh from the mills, is amazing. Everything the newest, fresh as the verdant Spring—it fairly makes one poetical to look over this vast array. Carpets of every weave, curtains of every kind, rugs from every country on the globe, altogether make up a collection of stock never before equaled in Columbus. Mind you, all this shown in a new store, all clean and fresh from the painters and decorators. This is truly an ideal place to visit. Come to-morrow and see the beautiful new goods and take a look at the novelty curtain department.—*The Kraus, Butler & Benham Co., Columbus, O.*

When it comes from Luger's" the name alone signifies that it is right. The style is different from the ordinary, and it is distinguishable by the fact that a certain individuality of style and composition is connected with all articles of merchandise in the store. We are selling more because we are selling cheaper, and we are selling cheaper because we are selling more. Just remember that and study this over, and you will realize how easy it is for us to even give you better quality by utilizing the methods we employ.—*Luger Furniture Co., Fargo, N. D.*

The store is full of special entertainment at this season, entertainment which the goods themselves provide. They were never before so lovely, so full of novelty, so interesting, whether you have a thought of purchase or not. For spring dress the new fabrics make varied and beautiful decorative effects and the suits and wraps and millinery give vivid and dignified portrayal of the styles for wear now and in the summer.—*Fred Loeser & Co., Brooklyn, N. Y.*

"OUR STORE"

It does not pay to be wedded to any one firm. There is too much progressiveness in these days of great happenings. The business infant of to-day is the business giant of to-morrow. Adaptability, keen foresight, lowest prices and unusual business acumen, figuratively speaking, quickly make business mountains out of mole hills.—*Red Star Supply Company, Memphis, Tenn.*

The enlargement of our store room was but an incident to the enlarging of our stocks—for, after all, it's the goods that make the store—it's the goods that people want to see and buy—not the room. And verily, this store has the goods, especially in shoes. The size and well-assorted variety of the shoe stock from which you may select here has no counterpart in Colorado and very few in the entire United States. This isn't boast—it's fact.—*White & Davis, Pueblo, Col.*

We close our store at the earliest possible moment this morning. While you are reading "The Courant" and approving our hot cross buns, perhaps you will be interested to discuss with us the grocery problem for three minutes. We've been serving you a long time, and we're trying to serve you better and better as time goes. That's one of the benefits of experience to those whose ambition to serve you well is a serious matter. We believe that the winter just closed has seen a conspicuous advance in the quality of almost all lines of provisions we sell. We have won many compliments for the quality of the Cook oranges, for the superior specimens of grape fruit that we constantly have supplied you, and our vegetable department exhibits have been characterized as "wonderful" almost every day during the season. Our bakery department is producing the most superior home-like bread, rolls, doughnuts, crullers, cream cakes, layer cakes, eclairs, and all that sort of thing, and the quantity of these goods consumed by the people of this city is more than considerable. It is a recognition of the fact that we set the word quality before everything else in our bakery department and that it is the dominating idea of the department, as it is in the other branches of our business. We make candy. We make our best mixture coffee. Probably more than one-half of those who will read this talk use it.

They know its quality. The other half will like it just as well if they try it. Besides aiming high in the matter of quality, we also make it a point in the policy of this store to render it possible for the man who wishes to econ-

omize to trade here. And we do it. We are not high-priced. We handle only goods that are good. We never lower our standard by placing in stock goods that can be sold "a bushel for a quarter." But we do carry numberless of the standard quality goods that can be sold reasonably enough for anybody in the city of Hartford. We shall advertise these goods from time to time, and give you practical demonstrations of how easy it is to economize at this great high-class grocery.—*Newton, Robertson & Co., Hartford, Conn.*

We believe that stores like this one owe something to the public beyond the mere gathering and selling of merchandise. In the old days the shopper had to have a good bit of Yankee shrewdness, had to know whether things were good or clever shams—or else she paid the penalty of buying trash. We believe that the big store of to-day has no business selling poor goods, no matter whether the buyer has discerning judgment or not. We believe it is the duty of a store to make sure its goods are worthy before they reach its counters. We have carried this principle to the extreme, perhaps. Few stores are as careful that "wool" shall mean all wool; that toilet and remedial preparations shall answer every chemical test of excellence and purity, that clothing shall be made as well inside where it doesn't show, as it is outside where it does show. These things are carried to the extreme here. Makers still tell us that we are foolishly careful; that our care is useless; that the public doesn't appreciate the difference between the best and the "almost as good"; that we might just as well take the little extra profit that comes from selling the second grade. But we know that our care is appreciated. We know that people everywhere have learned that buying here is safe; that they can depend on whatever comes from the Loeser Store; that the Loeser standard means something.—*Fred Loeser & Co., Brooklyn.*

Portland's bargain center. Every metropolis has its bargain center—the Mecca toward which the votaries of thrift and economy set their faces when on shopping bent. While other establishments may claim the honor of being this city's bargain center, it's a well-established fact in the minds of the local public that to this store that distinction is unquestionably due. We herewith append a list of specials which will add fresh luster to our fame of being the givers of best values in this city.—*Roberts Bros., Portland, Ore.*

"OUR STORE"

June, the fairest of months, is here. June is summer's girlhood, said the poet. It is beauty's season and all the world looks to new clothes. New things must be bought for summer time and vacations; there are some new styles in hats and dresses. Every year's new summer fashions seem more beautiful. Never have we shown such entrancing things as this year.—*J. N. Adam & Co., Buffalo, N. Y.*

What does "best" mean to you when stores are talked of? Best service, is it not? Best usefulness in filling your individual needs? It is along the lines of public service that this store strives to be best. We have made the building pleasant in looks. We have spent much time in working out its most convenient arrangement. We have put the best people to be had at the head of each branch of the business, and keep them up on tip toe, that every minute of every day you may depend on the best they can do. That is the keynote of the store's effort. Nothing less than the best in every line will "do." We shouldn't deserve to have and to hold the chief favor of Brooklyn people otherwise. We are holding it; we mean to.—*Fred Loeser & Co., Brooklyn, N. Y.*

A safe store to pin faith to is this. In many ways the best store because it is most reliable. It gives the best service day in and day out and year in and year out. It shows the new things earliest and very often exclusively. It shows the greatest varieties always, hunting carefully through two continents to bring the choicest and most useful here. Its prices are the lowest possible for reliable goods and it protects its patrons with a broad guarantee printed daily. It is the most liberal store in the country and means it absolutely in saying that every transaction here must carry with it your permanent satisfaction before we consider it complete.

Such a store as this is surely a useful feature of the community. How wide the confidence and approval it has won is evidenced by such growth as has probably never come to any other store in the country.—*Fred Loeser & Co., Brooklyn, N. Y.*

"The store that saves you money." Drop in to-morrow and look over the pieces advertised. They are well worth looking at even if you don't want to buy. You'll not find such values in any other store in the Northwest. A great price-saving sale in every department.—*Wallblom's, St. Paul, Minn.*

The Palais Royal is the department

"OUR STORE"

store where personal needs and souvenirs of Washington may always be found, reliable in quality and moderate in price. Central location—G and Eleventh streets—nearest to hotels and public buildings.—*The Palais Royal, Washington, D. C.*

Enthusiasm sometimes runs away with accuracy. The other day a Manhattan Store rather boastfully announced itself as the largest buyer and seller at retail of high grade brass bedsteads in America. Now it is pretty generally known that that is a distinction which belongs to Brooklyn—and to the Loeser Store. There are here to-day no less than 87 distinct designs of brass bedsteads—118 styles, if the different sizes are counted. They make an important feature of the February furniture sale and value-for-price they will hold their own against any offering in the country. But, after all, the question of size of purchases is perhaps of least moment. Quality and price are what count. The February furniture sale has made a record far beyond our greatest previous business, not because we bought the immense stocks which are spread over the third, fourth and fifth floors, but because the furniture itself—each individual, particular piece of it—is well made, artistic and the best value for the money that can be found anywhere. Quality and price—those with good service—have made this store the most useful in the community and, we believe, they will keep it so.—*Fred Loeser & Co., Brooklyn, N. Y.*

The greatest store and the greatest business in Brooklyn have arisen here on the foundation of public satisfaction with the best service, the best assortments and lowest prices. We never have been permitted and never will permit anyone to undersell us or successfully to dispute our supremacy in any branch of our business.—*Abraham & Straus, Brooklyn, N. Y.*

The store is cool.

Figures sometimes talk. We've said that the store was cooler than your own home during these hot days. This is to show you why.

There's a big 72-inch air fan set in the rear wall, running at a speed of 238 revolutions a minute. This supplies 19,400 cubic feet of fresh air a minute. Then the whirling fans in the aisles revolve 360 times a minute, and have four blades—the usual fan does not revolve more than a hundred times a minute, and has only two blades.

Come in and enjoy some of it.—*Schipper & Block, Peoria, Ill.*

In every stock, on every floor, all through this big building of ours the annual July sale is in full swing. It is always the most comprehensive movement of the year. This time it is more sweeping, more advantageous, than ever, because a bigger business required bigger stocks and leaves more broken lots. Visit any department, you can't help finding what you seek at a big and welcome saving.—*Ehrich Bros., New York, N. Y.*

The greatest store and the greatest business in Brooklyn have arisen here on the foundation of public satisfaction with the best service, the best assortments and the lowest prices.—*Abraham & Straus, Brooklyn, N. Y.*

Try the cheapest and the most reliable store in the north end for your dry goods, and if anything turns out wrong, kindly let us know, we will be pleased to make it right. Satisfaction guaranteed or money returned.—*Gareau, Montreal, Can.*

Summer advantages of our stores: No heat in buildings, dynamos and engines being in power house outside our stores. Electric cooling fans on all floors. Perfect ventilation, good light, courteous attention. Resting, reading and writing room for the convenience of customers. Restaurants—best of viands at moderate prices, with special refreshment features during the warm season. Complete merchandise assortments throughout the summer. Above and other features insure customers' comfort, convenience and good service during summer season.—*James Hearn, New York, N. Y.*

On the third floor of the Siegel Cooper store you will find a most interesting little Art Store. It is so delightfully Japanese, so redolent of the spirit of the Orient, that one fairly revels in its gorgeous-hued attractions. Here one sees in all the bizarre beauty exhibitions of Japanese earthenware and pottery, antimony ware, curiously designed metal ware, tinkling chimes, tinselled crepe, snakes, geisha fans, lanterns and other things that seem to whisper of the home of the alluring cherry blossom and little brown men and women. Such an assortment of lanterns is unrivaled in New York. We supply a great many seaside and rural homes with these bright-colored lanterns, for the prices we ask are much lower than those asked by any other store.—*Siegel Cooper, New York.*

In winding up his payments on a piano bought here, a man writes: "In thus completing these payments and closing out the account, I feel as though I owe

"OUR STORE"

you a vote of thanks, for while I have never missed one payment, as agreed, still I feel that perhaps I would never have had the piano had I not been lured into buying it by an advertisement which caught my eye and the very generous offer of your firm in the easy monthly payment plan. The piano, I consider A1 and it has given very good satisfaction in the time I have had it, covering a period of three years. I am glad to say that it is mine now." A letter that illustrates, as well as anything else can, the very foundation on which the Loeser store keeping is based—the foundation of good service. If this man had been lured into the store by a lying advertisement and then lured into buying a piano by a lying salesman only to find out in the end that the piano was high priced and a poor instrument, what would his present attitude toward this store have been?—*Frederick Loeser & Co., Brooklyn, N. Y.*

This breeze swept store is one of the really cool spots, as every one who visits it will acknowledge. The basement is actually sought by hundreds daily, just because it is so delightfully cool. If you are a bit curious to know just how much cooler it is as a shopping point, test it. We run the electric fans, of course, but electric fans don't cool the atmosphere, they simply agitate it. Ventilation is what this store gets, ventilation through windows, back, front and sides. Our third floor particularly is positively delightful, that's where the carpets, furniture, hammocks, sporting goods, music and pictures are. It's breeze swept, and so is the dining-room. Ah! there it is you can enjoy yourself. Dainty, well cooked food, wholesome, cooling beverages, all at popular prices. If it's harder to shop by mail or telephone, do so. Our trained corps of shoppers will do the work for you carefully and promptly.—*A. D. Matthews', Brooklyn, N. Y.*

A place for everything, and this is the place for everything in house-furnishings. The pieces mentioned in this advertisement will demonstrate to every prospective buyer of furniture, house-furnishings or a piano that the French & Bassett store is the foremost store of its kind in the Northwest. Every article in this great store is a convincing argument in our favor. Whatever you need—if for cottage or for mansion—you will find the articles here in greater variety, of a superior quality, and at a much lower price than at other stores. Let the French & Bassett store furnish your home.—*French & Bassett, Duluth.*

The public's favorite shopping place is the Siegel Cooper store. Great numbers of people visit it because it is one of the principal places of interest in the metropolis. Great numbers buy at the store daily because the merchandise is always seasonable, always reliable, and because the prices are never other than reasonable. The service is prompt and trustworthy. Every hot weather shopping comfort is provided. This being a season of clearance sales, many choice bargains are offered. Disposal sales are in progress all over the store. Those who visit the Siegel Cooper store Tuesday will find fresh and pleasant evidence of the store's wonderful popularity.—*Siegel Cooper Co., New York.*

To keep cool, come to the Loeser store. Yesterday morning was a test and the thousands who thronged the store buying thin things so fast that all our store people were on the jump to serve them promptly found the air fresh and cool and pleasant. Scientific ventilation and cooling of the air which is driven through the store as well as the whirling of hundreds of electric fans, made the store as comfortable as the porch of a hotel that was "swept by ocean breezes." Store service—such service as is given by the Loeser store—is to-day more than the simple offering of merchandise for sale. The great and successful store is a public utility, planning always to add to the comfort of its patrons, working always to make their relations with the business distinguished for broad-minded liberality and such personal service-giving as cannot fail of appreciation.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Truly this mammoth store with its magnificent array of home furnishings ought this spring to be the mecca of all bridal couples who want to furnish their new home in approved style and at a small expense. You don't want to waste any money; we want to assure you that your every penny will get value in return here. You do want to save money if you can, and you can here, now, more than ever before. Carload buying for two stores means a great saving to us in freight and extra discounts which in turn means a saving of at least 15 per cent. to our customers. Remember that when you get ready for your outfit.—*North Star House, St. Paul.*

The ideal store, successful business is not built up by selling unworthy merchandise. Good foundations take time to lay. This store has been years studying the principles of permanent success.

"OUR STORE"

The result is great business development. Thoughts of winter are fading away and new spring goods are crowding in.—*J. B. Hill & Co., St. Thomas, Ont.*

The people who trade here come with the perfect confidence and certainty that every piece of furniture they buy will prove all that we say of it. If we are foolish enough to destroy that confidence, even in a single case, by selling anything unworthy, we would be striking a blow at the very foundations of the business—foundations laid years ago. Quite aside from any question of principle, self-interest and policy demand that we keep faith with every customer. To-day we would call your attention to the splendid line of buffets we are showing on our main floor—no better quality can be produced than we offer you, and the prices speak for themselves.—*Davis, Smith & Co., Tacoma, Wash.*

Hot? Not at The Big Store—whirling fans through the aisles and an 80-horse power fan in the rear wall blowing fresh air every second.

Cooler here than at home!—*Schipper & Block, Peoria, Ill.*

A peculiar, home-like atmosphere pervades this entire store. Perhaps one of the most distinguishing characteristics of this great store is the very apparent lack of unnecessary noise, commotion and distraction with which this enormous daily business is conducted. In the busiest sections, during special sales, wherever and whenever unusually large numbers of purchasers are attracted, there is noticeable that prompt, courteous attention—that composure on the part of salespeople whose every thought is directed toward ascertaining exactly what the customer wishes, and then supplying that need in the most orderly, most expeditious, and the most satisfactory manner. It is this peculiar characteristic of "trading comfort" which in a very great measure disseminates that home-like feeling throughout this entire store.

During the warm summer months this store is more than ever a delightful place to visit on downtown shopping tours. A perfect system of ventilation keeps every floor comfortably cool. Beautiful displays of mid-summer and outing merchandise are attractively arranged on almost every floor. Furthermore, we especially desire that during these warm days the public avail themselves of the accommodations provided for them in our spacious reading, writing and rest rooms on the third floor.—*Marshall Field & Co., Chicago, Ill.*

The Sanger store service is as good as we can make it and is being improved daily. Extra precaution will be taken during this summer clearance sale, that you get served well—the store is so large—the bargains and special values so many, that you must take time, ask for a transfer at first counter, and then shop leisurely, count up your savings afterwards, and it is only then you will appreciate what this sale really means to you—to us it means cleaning out summer stocks regardless of profits. A fifteen days' sale in which profit is lost sight of entirely.—*Sanger Bros., Waco.*

Music from three o'clock until closing time. If you have a desire to hear any music that we have for sale, make it known. Ask for our catalogue of sheet music.—*Kay-W-Kay, York, Pa.*

Hot weather shopping is always comfortable at Wanamaker's. The swirl of the breezy fans greets you as you enter the door. Aisles are broad; the Rotunda gives perfect ventilation to all floors. Service is prompt and polite. Rest places give pleasant relief whenever desired. Again and again we hear its patrons say that our restaurant is the coolest and most delightful place for luncheon to be found anywhere in the shopping district.—*Wanamaker's, New York.*

Better values to be had in this store than in any other! This for several reasons! Our clothes, to begin with, are better than others! Better fit, and more "snap" to them! We are selling almost everything now at reduced prices! Genuine reductions! No marking of fictitious values to make the reductions appear larger! Our sole object is to clear out our fall and winter stock!—*Perry & Co., "N. B. T., Philadelphia.*

June is the month of roses, of weddings and of wonderful values in the Loeser store. Final summer preparations are being made everywhere. A little extra value is specially welcome to most people. And the store is full of extra values.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Ours is a store for everybody—a great institution. It is permeated with an atmosphere of style—a characteristic which not only covers the more elaborate merchandise—or garment—but reaches even to the most inexpensive lines we sell. Indeed, it is an atmosphere of style-correctness in everything in which style is concerned; and style of necessity is linked to quality. There is another feature equally important as style and quality—right prices.—*Keith-O'Brien Company, Salt Lake City, Utah.*

"OUR STORE"

"The store is a cool one." We have eight large electric fans going all the time, and the store is as comfortable as the lakeside. A little visit here is very restful after the glare and oppressive heat of the streets.—*Brodnax, Memphis.*

Our store is considered by the best dressers as authority on good clothes, hats and furnishings. Take the trouble to find out that we are right about it, both in selling the very best clothes at the lowest price and in talking about them.—*Freundlich, Mansfield, Ohio.*

Cool atmosphere, a comfortable rest room, where you may read or write to your heart's content, a palatial restaurant, way up on the roof, where there's music, polite attention, refreshing viands and confections, and plenty of light and air. These are a few of the warm weather features of America's finest retail store, that have gained for it the name of New York's popular place of recreation during the summer months. Above all, tower the wonderful bargains assembled at about half the regular prices as a result of the advantage taken of a backward season, that has compelled manufacturers to make unprecedented sacrifice of the highest class of warm weather merchandise. Our saving on recent purchases amount to thousands of dollars, and that's what we're saving the people of New York in the sales in progress to-day, to-morrow and until every dollar's worth of merchandise is in the hands of an appreciative shopping public.—*Simpson-Crawford Co., New York, N. Y.*

This store, closely identified, as it has been with the evolution of Wilkes-Barre from a comparative village to the metropolis of the great anthracite coal region, the city and the store have advanced hand in hand, and in every event of progress which has transpired this store has most notably made its impress upon the welfare of the people. We merely reflect public opinion in this statement, for it has repeatedly been said that "The greatest single force in bringing the mercantile development of the city to its present high standard has been due to the inspirations born in this store."—*Jonas Long's Sons, Wilkes-Barre, Pa.*

No other store in the State thinks it necessary to carry so many kinds and so large a variety of different sizes.—*C. W. Hawkes, Binghamton, N. Y.*

Honesty and quality are the governing principles of this store—that's why our advertisements pay.—*Simpson Crawford Co., New York.*

Doing little things well a characteristic of this store. In recognition of the truism that a little transaction which may seem small to the merchant is often of great importance to the purchaser, our great systems of buying, selling, delivery, exchange and adjusting, are organized to care for the smallest transactions, in the same satisfactory manner as for the large ones. In merchandise there are many hundreds of little articles for which only occasional calls are made, but when they are wanted it is to fill a need which nothing else can properly do. It is our constant effort to supply these trifles when desired—it accords with our idea of completeness of stock. This same regard for detail is exemplified in the thousand and one ways which go to make up satisfactory ideal merchandising. Likewise in selecting and pricing merchandise, each article is purchased with a knowledge of what similar things there are in the market, and each price is made as low as or lower than the same or like qualities elsewhere.—*Marshall Field & Co., Chicago, Ill.*

A safe store to pin faith to. Not the only safe store—but the best; because it is most liberal of any store in the country; because it is pleasantest and most convenient in arrangement; because its goods are invariably of high grade and dependable; because its prices are invariably low and generally lowest. Such a store is a public utility; as reliable when you want to buy a piano or a jewel costing thousands as when you need a paper of pins or a smoothing iron. It has won the confidence of all Brooklyn people. Its good service is bringing many Manhattan people across the bridge to shop.—*Frederick Loeser & Co., Brooklyn, N. Y.*

We never have permitted and never will permit anyone to undersell us or successfully to dispute our supremacy in any branch of our business.—*Abraham & Straus, Brooklyn, N. Y.*

For men in a hurry on a hot day it is best to go into the coolest store, where there is promptest service and most styles to select from.

And that store is Loeser's.—*Fred. Loeser & Co., Brooklyn, N. Y.*

This store as a unit is doing day by day the work that is before it; doing all of it well! doing much of it best. It is not easily measured satisfaction to be most useful in daily service to a community of more than a million and a quarter people. It is a satisfaction worth striving for; well worth the earnest, individual effort of each of the

thousands of us here who contribute to the large result; who make the store what it is.—*Fred. Loeser & Co., Brooklyn.*

The entire store radiates the inspiration of jocund spring. Yes, it is an intensely interesting store. Not a commonplace center of commerce, but a fine store answering promptly, helpfully and satisfactorily to the wants of the multitude. Eye the calendar. Hearken to the voice of expediency. Spring trips hitherward gleefully. Soon buds will burst forth and flowers whisper to wandering breeze. All of which prompts the question: Are you preparing for the warm days that are hurrying along?—*Schipper & Block, Peoria, Ill.*

Summer advantages of our stores: No heat in buildings, dynamos and engines being in power house outside our stores. Electric cooling fans on all floors. Perfect ventilation, good light, courteous attention. Resting, reading and writing rooms for convenience of customers. Restaurants—best of viands at moderate prices, with special refreshment features during the warm season. Complete merchandise assortments throughout the summer. Above and other features insure customers' comfort, convenience and good service during summer season.—*James Hearn, New York.*

No other store on the fair soil of Michigan can point to record after record of cheap selling equal to the Bay City "Cash" Store. It's the old, always reliable, do-as-they-say store. We are justly proud of the distinctive mark of selling as we advertise. One of the most popular and dependable advantages of this store is the satisfaction of always getting reliable goods, distinctive and fashionable, at under market prices. It's at this point that the "Cash" buying organization of this store asserts its power.—*Bay City "Cash" Dry Goods Co., Bay City, Mich.*

This store is your store! Its policy is dictated and directed by your demands. It will grow and become great only by pleasing you. Your every dollar weighs a full one hundred cents of value at all times. This season finds us better equipped to serve your every fancy than ever before. Naturally! We're a half year older and more experienced—we know your needs "exacter." How well we have chosen for you and how moderately we've priced is a tale that tells itself in our merchandise.—*The Greenewald Furniture Company, Salt Lake City, Utah.*

"OUR STORE"

This store is never idle! While one surprise is engaging your attention we are planning something new. Business either goes forward or backward. There is no such thing as standing still, and we provide against all contingencies by constantly forging ahead. You need to remember that many goods in the store just now are at prices far below value, and therefore limited in quantity. Where lots are big enough to go 'round we say so. But many of the best bargain chances don't get into the papers for the reason that we haven't enough of the goods to advertise.—*Sroggie's, Montreal, Can.*

This store grows because we are continually giving unusual qualities for the prices; because the assortments here are largest in town in the lines we carry; because our customers know our prices for the qualities are right and no time is wasted "beating down the price;" because people read our ads. and believe them. This fact is easily proven by the crowds after each special announcement; because we are doing everything in our power to improve this store—to make it the most popular shopping place; because anyone is welcome to visit these departments, see the new goods and stay as long as they wish. No one is allowed to urge you to buy; because our customers show their purchases to their friends which makes new customers for us.—*Freese's, Bangor, Me.*

We are proud of our store for reasons, a few of which are as follows: Its perfect light, its cleanliness, its conveniences, the intelligence of the employees, their gentlemanly and ladylike appearance and manners, its prompt service, and above all, its absolute fairness in dealing with the public. Our motto, to "right what's wrong," has been an important factor in our progress and success.—*Dayton's Day Light Store, Dayton, Ohio.*

This grand store endeavors to merit your daily patronage. We measure the worth of our merchandise by the standard of quality, and desire to maintain and merit your patronage solely because of the recognized superiority of our goods and service. It's impossible for the element of risk to enter into your purchases here, as there is a guarantee back of everything we sell that protects you—a standard of quality to maintain that insures lasting satisfaction and promotes your entire confidence in this store.—*R. McKay & Co., Hamilton, Ont.*

Keeping you in suspense. It is certainly gratifying to know of the almost universal interest which is being mani-

"OUR STORE"

fested in the opening of this 5th Street Store. It argues well for its immediate and abundant success. Even before the opening, our telephones are busy with inquiries as to when we are going to open and for information relative to this opening. News of some of the wonderfully good bargains has leaked out, probably through the uncontrollable enthusiasm of some of the employees who have seen the merchandise in the unpacking and marking. You know it's hard to keep a good thing to yourself; however, we ask your indulgence for a few days, at which time, wide publicity as to the doings on opening will be given.—*The 5th Street Store, Los Angeles, Cal.*

The store accommodating. "It is a pleasure to buy in a store where everything and everybody is so accommodating," said the local representative of one of the greatest institutions in this country. Perfect accommodation means: Perfect store service—That comprises willing and obliging, attentive and helpful attendants. Store patriotism is the spirit that underlies this splendid store service. Each employee realizes that he or she is part of the greatest mercantile establishment of a great community. We realize that the more perfect each individual part, the more perfect the whole machine, and we strive for perfection. This is the first Brooklyn store to secure a social secretary whose sole duty it is to care for the wants and needs of the employees, and to make their work as congenial as possible. Everything that can be done to add to their comfort is done. That is why we started the movement to open at 8:30—why we close in summer at 5 p. m. You can help, if you will, by shopping early. Perfect accommodation means more—but of that we will speak again.—*Abraham & Straus, Brooklyn, N. Y.*

The Ideal House Furnishers, Ltd., is the largest and best equipped house furnishing establishment in Canada. Centrally located on the corner of Portage Avenue and Hargrave Street, in a handsome seven-story building of steel and glass, constructed especially for our needs. We have more extensive floor space, permitting more satisfactory display, under better lighted conditions, than any other house furnishing store in the country. Every article of house furnishings necessary for the home, office or studio, will be found here in a wider variety of designs and style, and at a lower price than any other store in Winnipeg, with no extra charge for liberal credit. No need to worry about the cash, your credit is good.—*Winnipeg, Can.*

STORE NAMES

A store for men.—*Daniel Bros., Atlanta, Ga.*
 The great credit house.—*Brent's, Los Angeles, Cal.*
 The big store of little prices.—*Bergeman Bros., Pueblo, Col.*
 The store that saves you money.—*May & Co., Columbus, O.*
 The little-at-a-time store.—*Ingram & Bird, Sacramento, Cal.*
 The busy corner.—*S. Kann, Sons & Co., Washington, D. C.*
 The store of the Busy Clothier.—*Swift, New Bedford, Mass.*
 Tailors for good dressers.—*Brauer & Krohn, Los Angeles, Cal.*
 Store of many departments.—*Davison-Paxon-Stokes Co., Atlanta, Ga.*
 The new daylight store of Youngstown.—*Euvens, Youngstown, O.*
 The store that made Penn avenue famous.—*Spear & Co., Pittsburgh, Pa.*
 The home of the stylish suit.—*The Continental Clothing House, Galesburg.*
 A store where true economy can be safely practiced.—*Mandel Bros., Chicago.*
 The store that keeps the prices down.—*The Golden Rule, Great Falls, Mont.*
 The home of dollar-down—the house of liberality.—*F. R. Slocum Co., New Bedford, Mass.*
 The gift store of Joliet.—*Feagans', Joliet, Ill.*
 The better store.—*McConnell & Co., Scranton, Pa.*
 The big busy trading place.—*The Potts-Clark Co., Simcoe, Ont.*
 The always busy store.—*Stanley Bros., Charlottetown, P. E. I.*
 The your-credit-is-good store.—*L. Schoenfeld & Sons, Tacoma, Wash.*
 The dependable store.—*Goldenberg Bros., Baltimore, Md.*
 "The store of quality."—*Hoffman's Toggery, Leadville, Colo.*
 "That totally different store."—*Chapman & Co., New York.*
 Baltimore's best store.—*Hochschild, Kohn & Co., Baltimore, Md.*
 The people's store.—*Bernstein's, Pueblo, Colo.*
 The home of nothing down and a little each week.—*The Household, New Bedford, Mass.*
 The right clothes store.—*Babbitt & Co., Troy, N. Y.*
 The right house.—*Thomas C. Watkins, Hamilton, Ont.*
 The school of style.—*The Edw. Malley Co., New Haven Conn.*
 The home of fine furniture.—*Kennedy Furniture Co., Chicago, Ill.*
 The home of good goods at the lowest prices.—*Haines Bros., El Dorado, Kan.*
 The store that trusts the people—the store that the people trust.—*H. H. Lampe & Co., Altoona, Pa.*
 The store for you.—*Hartigan's, Troy.*
 The short hour house.—*Power's, Minneapolis.*
 The home of dress goods.—*O'Brien's, Jersey City, N. J.*
 The best goods store.—*Jos. Meyers & Sons, Salem, Ore.*
 The big trustful store.—*Gately & Britton, Reading, Pa.*
 The ready-to-wear center.—*A. Livingston & Sons, Bloomington, Ill.*
 The home of good clothing.—*Joske Bros. Company, San Antonio, Tex.*
 Chicago's permanent exposition of beautiful things.—*Marshall Field & Co., Chicago, Ill.*
 A store that promotes better merchandising.—*A. Hamburger & Sons, Los Angeles, Cal.*
 The enterprising, up-to-date and a-day-ahead merchandise Mecca of Columbus.—*Bond's, Columbus, O.*
 The busy hardware store—the one that saves you money.—*The Phillips Cooke Hardware Co., Pueblo, Col.*
 The sleepless tireless hustlers.—*The Churchill-Hemenway Co., Galesburg, Ill.*
 "Greater Memphis' Greatest Store."
 "The Big Store of Guthrie."
 "Washington's Fastest Growing Store."
 "Portsmouth's Busy Store."
 "Portsmouth's Up-to-Date Store."
 "In Every Detail, the Leading Retail Establishment of Brooklyn."
 "Calgary's Best Store."
 "Cheyenne's Big Busy Store."
 "Not the Largest in the World, but the Best Store in Dubuque."

STORE NAMES

SALE NAMES

Merchant Morgan cannot complain that the "large sale" in Wall Street has not been well advertised.—New York World, Aug. 6.

Make-room Sale.—*The Globe Store, Youngstown, O.*

Necessity sale.—*Fontaine & Anglin, Crookston, Minn.*

Ken's closing out sale.—*A. R. Ken & Co., Hamilton, Ont.*

Great 10 per cent. discount sale.—*Alder Bros. Co., Joliet, Ill.*

One day sale.—*The Taylor Carpet Company, Indianapolis, Ind.*

Clean-up sale.—*Dayton's Daylight Store, Minneapolis, Minn.*

Great pre-holiday clearing sale.—*Crandell & Tracy, Galesburg, Ill.*

Great stock reducing sale.—*Hallen-stein Furniture & Carpet Co., Joliet.*

The ripper sale! The ripper sale is one where we rip the prices in two and cut the profits down.—*The Donsereaux Dry Goods Company, Lansing, Mich.*

Price revival sale.—*The Leader, Minneapolis, Minn.*

Make room sale.—*The Globe Store, Youngstown, O.*

Economy sale.—*Olds, Whortman & King, Portland, Ore.*

Sensational half price sale.—*Donaldson's, Minneapolis, Minn.*

Big slaughter sale.—*Bannout Department Store, Minneapolis, Minn.*

Our grand annual silk sale.—*Dayton's Daylight Store, Minneapolis, Minn.*

Pre-holiday room-making sale.—*The Joliet Dry Goods Company, Joliet, Ill.*

A plunder sale.—*Wasserman, Kaufman & Co., Sacramento, Cal.*

A trade sale.—*The Gamble-Desmond Co., New Haven, Conn.*

Half-value sale.—*Henry Wing, St. Paul, Minn.*

June bride sale.—*Duff & Repp Furniture Co., Kansas City, Mo.*

Mill End sale.—*Felix Kahn & Co., Chicago, Ill.*

Great half-price sale.—*J. Lenson & Co., Trenton, N. J.*

Special matting sale.—*Lord & Taylor, New York.*

June umbrella sale.—*Sisson Bros. Welden Co., Binghamton, N. Y.*

Publicity sale.—*The Blakepky Dry Goods Co., Spokane, Wash.*

Challenge sale.—*Ehrich Bros., New York.*

Surplus sale.—*Machin Shirt Co., Los Angeles, Cal.*

June sale.—*Henry Morgan & Co., Montreal, Can.*

Our big candy sale.—*Swayzee's Market, Marion, Ind.*

Flood sale.—*H. & D. Daniel, Hartford, Conn.*

A forced millinery sale.—*F. D. Johnson & Co., Memphis, Tenn.*

Morning sales.—*Hearn, New York.*

Great summer sale.—*Silvers Piano House, Spokane, Wash.*

Our first summer furniture sale.—*Cohn Bros., Spokane, Wash.*

A sale to raise money!—*The Anderson Co., Buffalo, N. Y.*

Great expulsion sale.—*H. A. Meldrum Co., Buffalo, N. Y.*

Final fur sale.—*Ransom & Horton, Minneapolis, Minn.*

A profitless price sale.—*Young the Tailor, Memphis, Tenn.*

Final fall finish for fair sale.—*Euwer's, Youngstown, O.*

A record breaking silk sale.—*H. P. Wasson & Co., Marion, Ind.*

Trade equalization sale.—*The David C. Beggs Company, Columbus, O.*

A big "short lot" sale.—*Wasserman, Kaufman & Co., Sacramento, Cal.*

Trade-compelling overcoat sale.—*The Palace Clothing House, Minneapolis.*

General reduction sale.—*Louis Stecher & Co., Philadelphia, Pa.*

A forced sale.—*The Broadway Department Store, Los Angeles, Cal.*

A linen clearance sale.—*Koch & Co., New York.*

Our summer white sale.—*Jordan Marsh Co., Boston, Mass.*

SALE NAMES

White sale linens.—*Wanamaker's Philadelphia, Pa.*

Great anniversary sale.—*M. B. Miller, Leadville, Colo.*

Morning sales.—*Hearn, New York.*

The greatest of our challenge sales.—*Ehrich Bros., New York City.*

Publishers' remainder sale.—*Emery, Bird, Thayer & Co., Kansas City, Mo.*

A necessity sale.—*Kinne & Kinne Co., Buffalo, N. Y.*

Midwinter bargain sale.—*The Anderson Co., Buffalo, N. Y.*

Half-price sale.—*Joseph Horne Co., Pittsburgh, Pa.*

March sale of furniture.—*Kaufmann's Pittsburgh, Pa.*

Emptying-in and emptying-out sale.—*Jones Dry Goods Co., Kansas City, Mo.*

Remnant sale.—*The Waschauer Store, Madison, Ill.*

Rack-rent removal sale.—*Thomas & Co., Pittsburgh, Pa.*

Jardinier sale.—*Kauffmann's, Pittsburgh, Pa.*

Defiance sale.—*The Leader, Pittsburgh.*

Quality and quantity sale.—*M. Quinn, Kansas City, Mo.*

Half-price picture sale.—*Hahn & Co., Newark, N. J.*

Five-hour sale.—*Rosenbaum Company, Pittsburgh, Pa.*

Daniels' honest sale.—*H. & D. Daniel, Hartford, Conn.*

A drastic clearance of all the oddments of the past year's selling.—*P. A. Bergner & Co., Peoria, Ill.*

Hurricane sale.—*Brager's, Baltimore.*

"Direct selling" sale.—*McConnell & Co., Scranton, Pa.*

Annual markdown sale.—*Sage, Allen & Co., Hartford, Conn.*

Star sale of the season.—*Brager's, Baltimore, Md.*—Feb. 8, 1903.

One-quarter off furniture sale.—*Carlile & Kerr, Columbus, O.*

February reduction sale.—*Lauer's, Baltimore, Md.*—Feb. 8, 1903.

Our masterful sale.—*Rhodes-Burford Furniture Co., Indianapolis, Ind.*

February grocery sale.—*Ginter Grocery Sale, Boston, Mass.*—Feb. 11, 1903.

Annual January hosiery sale.—*Stewart & Co., Baltimore, Md.*—Jan. 12, 1903.

Semi-annual price reduction sale.—*Vorenberg's, Boston, Mass.*

The after stock taking sale.—*W. B. Moses & Sons, Washington, D. C.*

Odd lot sale.—*Noyes Bros., Boston.*

Annual February furniture sale.—*Siegel, Cooper & Co., Chicago, Ill.*

Osgood's January riddance sale.—*The C. E. Osgood Company, Boston, Mass.*

Edmonston's twenty-ninth anniversary and stock reduction shoe sale!—*Edmonston's, Washington, D. C.*

A \$20,000 sacrifice sale!—*Grand Rapids Furniture Co., Jacksonville, Fla.*

Sale of importance.—*J. F. Hink & Son, Berkeley, Cal.*

201st Friday bargain sale.—*Schipper & Block, Peoria, Ill.*

Rare sale.—*Stone, Fisher & Lane, Tacoma, Wash.*

Great shoe sale.—*Woodard, Clarke & Co., Portland, Ore.*

A very special sale.—*Wasserman & Kaufman, Sacramento, Cal.*

Jobbers' and manufacturers' sale.—*A. F. Hardie, Waco, Texas.*

Black suit sale.—*Salem Woolen Mill Store, Portland, Ore.*

Free gift sale.—*L. Hammel & Co., Mobile, Ala.*

Spring sale.—*Martin's, Peoria, Ill.*

Black Friday sale.—*The Euwer Store, Youngstown, Ohio.*

Table days sale.—*Chapman & Co., Brooklyn, N. Y.*

Phenomenal suit sale.—*The Palace, Spokane, Wash.*

A great Friday dress goods sale.—*Gimbel Bros., Milwaukee, Wis.*

Great discount sale.—*S. A. McDonald, Charlottetown, P. E. I.*

Our big end-of-the-week sale.—*News Bros. Co., Trenton, N. J.*

Grand millinery opening sale.—*Lasky's, Parkersburg, W. Va.*

Removal sale.—*R. D. Bronson Desk Co., Los Angeles, Cal.*

Great sale of curtains.—*Tull & Gibbs, Spokane, Wash.*

The fire sale.—*The Krauss, Butler & Banham Co., Columbus, Ohio.*

Baity's twelve-day removal sale.—*The Baity Dry Goods Co., Denison, Texas.*

Rearrangement sale.—*J. N. Adam & Co., Buffalo, N. Y.*

Great one-day "at cost" sale.—*Louis Weber & Co., Chicago, Ill.*

A stupendous silk sale.—*Chas. A. Stevens & Bros., Chicago, Ill.*

Selling out sale.—*Seidler & May, Hartford, Conn.*

Prosperity sale.—*Strange & Skinner, Binghamton, N. Y.*

SALE NAMES

A stupendous five-day sale.—*Simpson Crawford Co., New York, N. Y.*

Mid-winter riddance sale.—*Thos. Martindale & Co., Philadelphia, Pa.*

General reduction sale.—*Sommer Kaufman, San Francisco, Cal.*

Prosperity sale.—*J. N. Adam & Co., Buffalo, N. Y.*

Drastic clearance of shoes at cut prices.—*The Fourteenth Street Store, New York, N. Y.*

Twenty-fourth semi-yearly clearance sale of smart clothes and furnishings.—*Byck Bros., New York, N. Y.*

Challenge sale.—*L. H. Guldman, Denver, Colo.*

Closing out sale of the furniture section.—*Joslin Dry Goods Co., Denver.*

Clearance sale of boy's and youth's winter wearables.—*The May, Denver.*

The beneficial blizzard of white goods still storms the store with its January economies.—*Wanamaker, New York.*

Squeeze out sale.—*McConnell & Co., Scranton, Pa.*

Great "merchants' week" sale.—*Boston Store, Worcester, Mass.*

Great parting-company sale.—*Sam Berry & Co., Leadville, Colo.*

Annual public benefit sale.—*Kaufman Clothing Co., Lexington, Ky.*

Another rousing time limit sale.—*Wise, Smith & Co., Hartford, Conn.*

Our "drop" furniture sale.—*Emery Bird, Thayer Co., Kansas City, Mo.*

The sale that never disappoints.—*A. Livingston & Sons, Bloomington, Ill.*

Wait, watch, look for the great semi-annual clearance sale.—*A. Livingston & Sons, Bloomington, Ill.*

Remnant and auction sale.—*J. C. MacInnes Co., Worcester, Mass.*

Stock reducing sale.—*Fowler, Dick & Walker, Wilkes-Barre, Pa.*

Yankee notion sale.—*S. P. Dunham & Co., Trenton, N. J.*

A three cent sale.—*Hahne & Co., Newark, N. J.*

Stock re-arrangement sales.—*W. H. Scroggie, Montreal, Canada.*

Our semi-annual half-price sale.—*The Hub, Trenton, N. J.*

Sensational clothing sale.—*Weitzkorn's, Wilkes-Barre, Pa.*

Half yearly clean-up sale.—*Hamburger's, Los Angeles, Cal.*

Alteration sale.—*Peterson's, Minneapolis, Minn.*

Reduction sale.—*Maher Bros., Utica.*

Carpet clearing sale.—*Fowler, Dick & Walker, Binghamton, N. Y.*

Our great summer clearance sale.—*Jonas Long's Sons, Wilkes-Barre, Pa.*

Mammoth mid-summer clearance sale.—*Lazarus Bros., Wilkes-Barre, Pa.*

Our mighty sale.—*Chas. Finberg Co., Wilkes-Barre, Pa.*

Odd trouser sale.—*Capital Clothing Store, Montgomery, Ala.*

Twenty per cent. discount sale.—*Blumenthal & Co., Marion, Ind.*

Cash clearance sale.—*Waldmans Bros., Troy, N. Y.*

A "hurry up" sale.—*The New Store, Minneapolis, Minn.*

Red figure sale.—*Eastman Bros. & Bancroft, Portland, Me.*

Winding-up business sale.—*Eilerman's, Minneapolis, Minn.*

Reconstruction and enlargement cut price sale.—*Moore & McLeod, Charlotte-town.*

A stupendous reduction sale.—*Philadelphia Cloak and Suit House, Scranton, Pa.*

Let-go sale.—*B. B. Pyle & Co., Denison, Texas.*

Odd and end sale.—*Stewart Bros., Columbus, O.*

A disappointment sale.—*Schipper & Block, Peoria, Ill.*

Manufacturers' unloading sale.—*King's Newark, N. J.*

Fifteen minute sales.—*The Star Store, New Bedford, Mass.*

The sale of sales.—*F. Auerbach & Bro., Salt Lake City, Utah.*

The money-raising sale.—*The Beall-Livingston Dry Goods Co., Columbus, O.*

Tearing down, rebuilding, enlarging, expansion sale.—*James McLean & Sons, York, Pa.*

The rummage sale.—*W. H. Keech Co's, Pittsburgh, Pa.*

Cotton carnival.—*W. V. Snyder & Co., Newark, N. J.*

A clearance sale.—*The Young Quinlan Co., Minneapolis, Minn.*

An extraordinary necessity sale.—*N. P. Nelson Co., Galesburg, Ill.*

Expansion sale.—*Barnard, Sumner, Putnam Company Minneapolis, Minn.*

Here goes for a rousing old-fashioned, money raising sale.—*The New Store, Minneapolis, Minn.*

Week of great sales.—*Frederick Loeser & Co., Brooklyn, N. Y.*

SALE NAMES

PHRASES

A bargain harvest.—*Badger's, Baltimore, Md.*

Another bargain budget.—*Adams Dry Goods Co., New York.*

Big dump sale.—*S. Heyman's, Newark, N. J.*

Saving opportunities extraordinary.—*A. M. Rothschild & Co., Chicago, Ill.*

Bargains that defy all competition.—*McWhirr's Emporium, Fall River.*

The bargain sparks fly thick and fast.—*Austin Brothers, Westfield, Mass.*

The selling of midsummer merchandise is quickening the already rapid strides of this busy store.—*Jones Dry Goods Co., Kansas City, Mo.*

Bargain gems.—*The Anderson Co., Buffalo, N. Y.*

Enticing values.—*Adams D. G. Co., New York.*

Huge values.—*L. S. Plaut & Co., Newark, N. J.*

Mountains of bargains.—*The Globe, St. Louis, Mo.*

Unmatchable bargains.—*The Hub, Kansas City, Mo.*

Cozy items.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

More Monday messages.—*Goodfellow's, Minneapolis, Minn.*

Business boomers.—*The Metropolitan Dry Goods Co., Saginaw, Mich.*

An excellent barometer of the economic conditions prevalent in the community is the dress goods department of this establishment.—*M. Kelvey's, Youngstown, Ohio.*

Happy Chance for frugal folks.—*Campbell's, Pittsburgh, Pa.*

The mightiest sale of a decade.—*The Fair, Baker City, Ore.*

A convenient of convention bargains.—*W. R. Bennett Co., Omaha, Neb.*

A blending of elegance and economy.—*The Broadway Dry Goods Co., Los Angeles, Cal.*

The store will be bristling with bargains.—*The Gamble Desmond Co., New Haven, Conn.*

A bevy of bargains.—*Goodfellow's, Minneapolis, Minn.*

Sizzling hot bargains.—*Cohn's, Salt Lake City, Utah.*

PHRASES

Plumpest values.—*Schipper & Block, Peoria, Ill.*

Peerless offerings.—*The Leader, Minneapolis, Minn.*

A keep-busy sale.—*W. C. Loftus & Co., New York.*

An aggressively conducted price reduction sale.—*Kaufman's, Pittsburgh.*

Never such a focus of opportunities.—*W. V. Snyder & Co., Newark, N. J.*

Echoes from the February sale.—*Broadway Department Store, Los Angeles, Cal.*

Bargains that require no talk to recommend them.—*The Furst Co., Jersey City, N. J.*

Our stock bristles with variety.—*A. D. Baughman, Charlotte, Mich.*

When you trade here you get what you believe you are getting.—*Frederick Buscombe & Co., Vancouver, B. C.*

It pays to trade at *Day's, Peoria, Ill.*

Bargains with a great big *B*.—*Boone's, Fall River, Mass.*

Third week of Donnelly's clear-away sale that has set the town a-talking.—*Donnelly's, Trenton, N. J.*

Bargains scattered broadcast.—*Bergner's, Peoria, Ill.*

Trade-inspiring chances.—*Boston Store, Milwaukee, Wis.*

Topsy turvy sale.—*B'way Department Store, Los Angeles, Cal.*

An aggregation of values.—*Columbus D. G. Co., Columbus, O.*

Ridiculous November values.—*Stone, Fisher & Lane, Tacoma, Wash.*

Fascinations for fertile Friday.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

A good, big departmentful of sturdy values.—*Chas. H. Baer, York, Pa.*

This quit business sale is the cynosure of all eyes.—*Fisher, Topeka, Kan.*

Here's a chapter of true economy.—*Hudson's Bay Stores, Vancouver, B. C.*

A sale that will prove an irresistible trade magnet.—*Hunter's, Memphis.*

Some rattling good remnant values.—*S. Kahn, Sons & Co., Washington, D. C.*

November sales rich in economy opportunities.—*Whitehouse, D. G. Co., Spokane, Wash.*

Farlinger's for quality.—*A. W. Farlinger, Atlanta, Ga.*

If it comes from Gately's it's good.—*Gately's, Bloomington, Ill.*

Jaunty, picturesque creations.—*Mandel Bros., Chicago, Ill.*

Something doing at Small's.—*Small, the Big Shoeman, Troy, N. Y.*

There can only be one best store.—*Perlmutter's, Jersey City, N. J.*

Where your money buys most.—*Happ & Marks, South Bend, Ind.*

Undoubtedly the house to trade at.—*Barnard, Sumner & Putnam Co., Worcester, Mass.*

All trolley car lines give transfers to Springfield Ave.—*S. Heyman's, Newark, N. J.*

We do not try to sell you something else.—*B. S. Cooban & Co., druggists, Chicago, Ill.*

What we advertise we sell; what we sell advertises us.—*The Bee Hive, Charlotte, N. C.*

If you bought it at the Unique, it's right up to date.—*The Unique Cloak and Suit House, Los Angeles, Cal.*

Always the best of everything for the least money." That's our store motto.—and lived up to.—*S. Kann, Sons & Co., Washington, D. C.*

"I undersell"—*J. W. Jennings, Washington, D. C.*

"Sellers of good clothes.—*Sisson & Sewell, Milwaukee, Wis.*

"Sommers sells it for less."—*D. Sommers & Co., Indianapolis, Ind.*

"If they're Rich's shoes they're proper."—*B. Rich's Sons, Washington, D. C.*

"If you want the best get it at Jacobs's."—*Jacobs's Pharmacy, Montgomery, Ala.*

"Always ahead of the line—right up to this evening."—*Grove Department Store, Morris, Minn.*

An epidemic of enthusiasm.—*Boston Store, Milwaukee, Wis.*

This store's policy is to satisfy.—*The Palace Clothing Co., Kansas City, Mo.*

You need not buy because you look, or keep because you buy.—*A. J. Kelley Company, New York.*

Customers receive the same treatment from our hands that we demand of the makers.—*Daniel Bros., Atlanta, Ga.*

Please give the delivery department a chance—this is hot weather to hurry horses.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

We clothe the feet complete.—*Dalsheimer, Baltimore, Md.*

"Not on display but on sale."—*Jonas & Geldner, San Bernardino, Cal.*

Counter-crowding values.—*The Goldenberg Store, Washington, D. C.*

PHRASES

Lookers become buyers at our opening.—*Cheny & Co., New Bedford.*

Quantities limited (don't want all our "eggs in one basket").—*Evans, Munzer, Pickering & Co., Minneapolis, Minn.*

The path of satisfaction leads to our doors.—

Nothing but the best satisfies some; nothing but giving satisfaction satisfies us.—

The best known, best grown, and best roasted coffee.—

Genuine goods, not substitutes or imitations.—

It is our ability to purchase that makes good purchasing here.—

Not to know our store is a misfortune.—

The wise man not only knows a bargain, but he gets it here.—

We work to eliminate faults and fault-finding.—

We lose money on many sales to make our selling satisfactory.—

Watching for what is new and good is a part of our business.—

Things rarely called for we buy to complete our stock.—

Remnants and left-overs go without reference to price.—

We sell the goods, but not the buyers of them.—

We are glad to be told.—

—*Selected N. Y. Stores.*

A stray straw just to show how the bargain winds are blowing in this store.—*Matthews Bros., Waco, Texas.*

"If you get it here, it's the best."—*Guernsey & Murray, Kansas City, Mo.*

"Better store keeping brings better results."—*S. P. Dunham & Co., Trenton.*

"If it comes from D. Sommers & Co. it will wear."—*D. Sommers & Co., Indianapolis, Ind.*

"Distinction in dress," and again "Distinction in dress."—*Edward Lang & Co., Memphis, Tenn.*

"Take it for granted we have what you want as you want it."—*Novi-Modi Costume Co., Montreal, Can.*

Quality benefits.—*Fred'k Loeser & Co., Brooklyn, N. Y.*

Some of the top notchers.—*McKevney's, Youngstown, O.*

Every item cut to the quick.—*Keer's, Minneapolis, Minn.*

Extraordinary little askings.—*Boston Store, Milwaukee, Wis.*

Autumn merchandise delights.—*Bernheimer's, Kansas City, Mo.*

A host of incomparable values.—*Stump & Lyford, Washington, D. C.*

Many bargains to be plucked.—*The Broadway Dept. Store, Los Angeles.*

A charming assembly of feminine fashions.—*Solomon & Reuben, Pittsburg.*

The Emporium bargain list offers unusual saving possibilities.—*The Emporium, Spokane, Wash.*

Sunbeam chances which you really can't afford to pass unheeded.—*Simpson, Ontario, Can.*

Cold weather needfuls priced on an economy basis.—*The Fair, Muncie, Ind.*

Sweep sale.—Like a tornado, sweeps everything in its path. While a tornado knows no fear, shows no mercy, we are human and shall strive at all times to better the condition of mankind.—*Stone, Fisher & Lane, Tacoma, Wash.*

Friday feminine financiers can save on these items.—*The Gold Mine, Columbus, O.*

Crowd accumulators.—*Campbell's, Pittsburg, Pa.*

A host of mighty values.—*Perlmutter's, Jersey City, N. J.*

Sweeping mark-downs.—*Gold Mine Stores, Columbus, Ohio.*

A veritable feast of bargains.—*A. M. Rothschild, Chicago, Ill.*

A busy whirl of bargains.—*The Globe Warehouse, Scranton, Pa.*

Another banner bargain budget.—*Adams D. G. Co., New York.*

Special Saturday snaps that are bona-fide.—*Hudson's Bay Stores, Vancouver.*

Every item a bargain. Every bargain is genuine.—*I. N. Martin D. G. Co., Peoria, Ill.*

Opportunities for economy never so plentiful or pronounced.—*Boston Store, Milwaukee, Wis.*

If we show it it's right.—*Perlmutter's, Jersey City, N. J.*

When we advertise bargains we sell bargains.—*Chas. S. Kingsberry & Co., Atlanta, Ga.*

We do always as we advertise. Our methods are strictly business.—*H. C. Wendland & Co., Bay City, Mich.*

If it comes from Nevius Bros. it'll be all right always—money back if not so.—*Nevius Bros. Co., Trenton, N. J.*

June-beating specials.—*Saks & Co., Washington, D. C.*

A feast for bargain seekers.—*The Famous, Atlanta, Ga.*

A focus of timely merchandise advantages.—*Frederick Loeser & Co., Brooklyn, N. Y.*

PHRASES

The most and best for your money.—*Whitehouse Dry Goods Co., Spokane.*

The climax-capping of modern-day buying is depicted in this sale.—*S. Kann Sons & Co., Baltimore, Md.*

Travelers' helps.—All the handy things you need to make your trip a pleasure.—*Wanamaker's, Philadelphia.*

The red hot bargain coals will be grabbed from the seething mass with gold and silver tongs.—*Barker's, Los Angeles, Cal.*

Every pocketbook will welcome this news!—*Heavenrich Bros. & Co., Saginaw.*

Here you find what you want in such variety as assures perfect conformity to your individual taste.—*Rosenbaum Co., Pittsburgh, Pa.*

Comforting news for these warm days. As the thermometer goes up our prices come down.—*Goldberg Bros., Detroit.*

A dollar or two will do.—*Spear & Co., Pittsburgh, Pa.*

Get it at Evans's.—*Evans, Druggist, Philadelphia, Pa.*

If you get it at Aaron's, you get it good.—*W. S. Aaron, Altoona, Pa.*

Tempting values.—*The Fair, Muncie.*

Some hot bargains—*Goldstein's, Youngstown, O.*

Hot weather necessities.—*Gray & Dudley Hardware Co., Nashville, Tenn.*

Banner bargain sale.—*T. G. Webber, Salt Lake City, Utah.*

Brisk looking for bargains.—*Hochchild, Kohn & Co., Baltimore, Md.*

A few pointers bargainward.—*Crosby Bros., Topeka, Kan.*

A slaughter of the innocents.—*The Fashion, Bangor, Me.*

A feast of bargains.—*Griffins, Altoona.*

A big barricade of bargains.—*A. D. Matthew's Sons, Brooklyn, N. Y.*

Stylish nobby Summer clothing popularly priced.—*Hamburger's, Los Angeles.*

A sterling sensational sale of new seasonable suits, in which quality and durability predominate.—*The Surprise Store, Pittsburgh, Pa.*

We do what we advertise to do.—*George H. Alf, Burlington, Ia.*

We always have what we advertise.—*The W. J. Woods Co., Worcester, Mass.*

When Anderson says so it means something.—*W. A. Anderson & Co., Galesburg, Ill.*

Now's the time to make by spending.—*Wolf Greisheim & Son, Bloomington.*

Sundry news-notes that you will doubtless find interesting, for a busy day's selling.—*The Wanamaker Store, New York.*

A dozen seed thoughts.—*Campbell's, Pittsburgh, Pa.*

Watch, wait, wonder. A new ad. very soon.—*J. R. Bradley Co., Reno, Nev.*

Ribbon splurge.

Good ribbon news.

Great waist carnival.

Trade winning values.

Another rousing sale.

Final skirt reductions.

Toilet articles in uproar.

A grand hosiery bargain.

Phenomenal suit offerings.

Grand values in millinery.

Gloves at give-away prices.

Spring's finest coats reduced.

Notice our many "specials."

More odd lines in wall paper.

Visions of summer loveliness.

Marvelous underwear bargains.

Come early for these curtains.

Prices in wool take a tumble.

Rare values in skirts and coats.

Never such values in furniture.

An opportune sale in Cluny lace.

Savings on household necessities.

Unusual values in the linen room.

Rich cut glass for June weddings.

Dress goods and silks slaughtered.

Delightful glove bargains Tuesday.

Profits shaved to the quick in staples.

Prices talk here Monday and Tuesday.

Pretty undermuslins at special prices.

Fashion leaders for women's wearables.

Note these exceptional furniture values.

Great sale of women's and girls' apparel.

Come and see these exquisite white goods.

Fruitful, fleeting Friday only bargains.

Bargain snags in the juvenile section.

The housefurnishing sale you've waited for.

Here's a whirlwind value in bleached cotton.

An early morning rally to the boot section.

Unmatchable apparel values for everybody.

Magnificent array of special silk bargains.

Sacrifice sale of carpets, rugs and linoleums.

The finest bargain of the season in white waists.

Children's dresses in handsome style variety.

Ribbons will take wings to themselves to-day.

Extra special bargains in men's fur felt fedoras.

PHRASES

These prices actually shout their economy.

Sweeping reductions on all ladies' outer garments.

The garment department should be visited this week.

Prices are down, way down, on these dress goods.

All at prices really less than the material would cost you.

Continuing to-morrow, the greatest coat sale of the year.

Fresh lines of wanted merchandise strongly featured.

Bargain interests center here Saturday, shoppers well know.

Extra values throughout the house during May white sale.

Embroidered shirt waists will be "all the go," this season.

Refrigerators. Housefurnishings in a notable underprice sale.

A silk bargain that will make things lively at the silk counter.

These underselling values should tempt you to buy your apparel here.

Monday specials of great interest to those not adverse to splendid saving.

To-morrow, a May-day carnival of irresistible values in all departments.

Profitable because the bargains offered are greater than ever offered.

Why not make this stationery offer for to-day spell O-p-p-o-r-t-u-n-i-t-y for you?

Head and shoulders above anything of its kind is our Friday special hour sale.

Warm weather bargains: Cool, comfortable dressing sacques, also at parts of prices.

A suit to suit.

Hosiery inducements.

Clothing prices cut deep.

Splendid summer specials.

Notions and drug sundries.

Unexcelled clothing for men.

Boys' oxfords at lower prices.

Our greatest July ribbon sale.

Noteworthy bargain offerings.

Other superior summer values.

Final clean-sweep of millinery.

Big savings for prompt buyers.

Shoe savings of unusual interest.

A price magnet in men's clothing.

All milliners flowers at half price.

Summer shirtwaists to race away.

A price upheaval in women's suits.

Friday bargains for thrifty housewives.

Not cheap clothing, but good clothing cheap.

A list of underpriced silk specials for Saturday's selling.

The best values and handsomest styles we have ever offered.

Phenomenal value-giving marks this, the sale of all underwear sales.

Women's tasteful, refined summer garments of surpassing merit.

Tremendous reduction on a mammoth assortment of women's natty hats.

Money-saving values.

Last day of hurry out prices.

A price surprise among the purses.

Small oriental rugs at little prices.

Beautiful assortment of neckwear.

Very attractive values in men's furs.

Unusually low prices on athletic goods.

Unusual opportunities in parlor pieces.

In the cloak department points of merit.

The most phenomenal values ever given.

A large assortment of fancy handkerchiefs.

A list of good gift suggestions in furniture.

Prices the lowest, qualities beyond question.

The particular boot for particular women.

Quality costs us more, but it holds our trade.

Greater reductions than were ever before offered.

Women's underwear at remarkable reductions.

Special values that will realize your highest expectations.

Surprising values.

Incomparable prices.

Vigorous price-cutting.

Many robust bargains here.

Extraordinary values in coats.

Economies in the clothing corner.

Price magnets from the millinery.

Absolutely without equal anywhere.

Fancy goods to be almost given away.

Perfect goods—greatly reduced prices.

Savings for you in gloves and hosiery.

Price attractions among the fancy goods.

The best possible article—the lowest possible price.

The best chance of the year to save money on footwear.

Babywear offerings—absolutely without equal anywhere.

Strong enough to attract a liberal eight o'clock response to this announcement—pay you to be here.

Reductions that are truly remarkable for extremeness.

This sale of undermuslins brings economy to thousands.

Extraordinary price cutting to reduce stock at once.

Come to us when you want a heaping money's worth.

PHRASES

We sweep out all stocks with the big broom of small prices.

The big half-price sale of women's tailored suits swings merrily on.

All merchandise must be sold in its season regardless of consequences.

It's a good time to save money on kitchen and other housekeeping articles here.

Enormous savings effected for home keepers by our advance purchases.

The most popular carpet store where low prices and good quality reign supreme.

In taking inventory we have run across hundreds of short lengths, and even skirt and suit patterns of broken lines which we desire to clean up quickly and have just cut the price in two.

We've completed an inventory of our stock and find ourselves possessed of a large number of odd pieces which, following our semi-annual custom, we will dispose of by a clearance sale during January at prices some of which are below cost, and others most liberal reductions. The articles are all good, each being perfect in quality and construction.

Meats of best quality.

Superlative values in staples.

A money-saving opportunity.

Extremely good glove values.

Strong price magnets in the millinery. A hurry-up clearance in women's coats. Tempting dollar values in the shoe section.

Saturday a great day in the clothing corner.

Chance to buy a beautiful, luxurious fur coat.

Such wonderful bargains have never before been offered elsewhere.

Shoes gain your confidence by their wearing qualities and your admiration by their refined style.

Wall paper aids spring cleaning. Spring cleaning suggests wall paper. House cleaning? Paper your walls. Decorate your home this spring.

Beautiful, inexpensive wall paper. Decorate your home at low cost.

Do your walls need repapering? New raiment for your walls.

House cleaning? You need wall paper. To clean your home thoroughly paper your walls.

A clearance of fine embroideries—oddments.

Here are helps for housecleaning and moving.

Interesting values from our busy staple section.

The big muslin underwear sale continues unabated.

Women's sample footwear at a "step lively" price.

PHRASES

Special sale of an imported sample line of fancy china.

Special attractive prices prevail throughout this exhibit.

We try to serve you best and ask you to judge our success.

Mothers shouldn't miss this good thing in children's dresses.

Umbrella bargains to impel about everybody to buy Friday.

Styles of surpassing excellence in women's and misses' apparel.

Clipped prices and the highest grades for you.

Clip this out or make a money-saving memo.

Cheapness in prices only—excellence in qualities.

Both quality and price here appear for your patronage.

Come to us when you want a heap-ing money's worth.

"Goodness" is an adjective that well qualifies this article.

A daring cut in prices all along the line.

At these prices the goods will go quickly.

The cream of trade at buttermilk prices.

An opportunity worth taking advantage of.

Broken prices on tempting goods during this sale.

Buying here means much to the family exchequer.

A great money's worth given with every purchase.

Every taste and every purse finds satisfaction here.

A little money buys a lot of foot comfort here.

New spring goods are revolutionizing the store.

Harvest for frugal, economical housekeepers.

Meritorious articles priced at moderate figures.

Remarkable values lend interest to the new hosiery.

Visit us at your early convenience, to your advantage.

Memoranda can be made from this list with advantage.

Sweeping out winter caps at next-to nothing prices.

Bought for quick selling and priced to insure that result.

Some of the special sales now in progress that offer great savings.

Paragraphs that are meaty with the best kind of trade arguments.

Be warned by yesterday's experience—profit by to-day's opportunity.

Dependable qualities.

Friday's furniture favors.

Bed pillows at price savings.

Good comforters down in price.

At less than half original prices.

Such a rattling among the plates!

Women's gloves marked to clear.

Very tempting dress goods values.

Great money saving grocery values.

In bedroom suites we excel greatly.

Price savings on rich brilliant pieces.

At absolutely unprecedeted prices.

A noteworthy clearance in wall papers.

Two money savers for men in felt boots.

Good wearing shoes. Good looking shoes.

Exceptional indeed are the embroidery values.

Brilliant early spring showing of the most favored silks.

An extensive representation of exclusive styles specially priced.

A cut in cutlery.

A sensational watch offer.

Reliable kitchen timekeepers.

Profits melted away in staples.

A sixty-minute ring reduction.

Marked down in the millinery.

Dollars in the drug department.

Surprise values in fancy goods.

Here's light on the subject of lamps.

Remarkable reductions in lustre waists.

A clear sweep at the trimming counter.

Sweeping out day in household hardware.

Values unsurpassed in pretty wash goods.

Thursday's money savers in the china section.

Broom busy among initial pins and brooches.

Look at these pretty waists and then at the prices.

A stiff bargain breeze will blow these hats out of the store in no time.

Wholesale slaughter of reliable merchandise.

Wet weather-wearing apparel slashed in price.

Thrilling reductions in hosiery and underware.

Surprisingly beautiful display temptingly priced.

At lowest prices consistent with good quality.

Important reduction sale of beautiful millinery.

The longer you wear them the more you'll like them.

Beautiful collection hemstitched linen table sets.

Prices cut in half and in many instances much less.

There is no true saving where quality is not considered.

The best of economy to anticipate your clothing needs.

Marked-down offerings have amazed Troy's shrewdest shoppers.

Strongest house garment values in the Western Hemisphere.

Most brilliantly beautiful display of the world's best weavings.

Its marvelous values in dress goods have taken the town by storm.

Never before have such fine furs been sold at such astonishing prices.

Prices that speak wonderful savings to every economical shopper.

The most unique and fascinating display and price demonstration in the history of white goods retailing in Montgomery.

A rare chance to get a high-class piano cheap.

Remarkable reductions on seasonable garments.

Get your share of these extraordinary offerings.

Hundreds of splendid money-saving opportunities.

Special underpricings in the saving domestic department.

The interest grows greater and bargains more astonishing.

All low price marks have gone to smash in this terrific price cutting.

Most sensational prices that give you adequate reason to purchase now.

It is the broadest and best sale we ever planned. It is the most difficult sale we ever worked for.

We are opposed to the trust, and for that reason we have a cash system and trust no one. This enables us to retail our goods at syndicate prices.—*Funk Bros., Ottumwa, Ia.*

Business trousers tip-top for business wear, "good enough" for hitching to the Sunday coat, \$2.89 to \$3.50.—*Meigs & Co., Springfield, Mass.*

Slow wear-outers, but quick to put on. Men appreciate this kind of footwear. It's the kind they call for again and again.—*Benger & Born, Kenton, O.*

We shall soon count our money and goods, to see how much we're worth and what progress we've made. Hence this *January Rummage Sale*—a great Pre-Inventory movement towards a quick clearance. How much shall we value this soiled and neglected merchandise—two-thirds? half? We don't know. But if we sell it to you at a bargain, we know we can count the money accurately enough. And we know the value of good will, too.—The liberal discounts.—*Schipper & Block, Peoria, Ill.*

PHRASES

GENERAL INTRODUCTIONS

Growth is the watchword of the Hecht stores. It has been the policy from the beginning to ever and always live up to the ideal of "greatest service to the greatest number." And it is in following out these lines that we to-morrow morning inaugurate the new department devoted to canned goods and fancy groceries. The special prices we have made for the opening day have never had a parallel. We wish to make everyone in Washington acquainted with this department, promising the saving of many dollars—and not only that, but placing before them another evidence of the liberality that has made this business so great—whether your purchases are made in this new department or in any other of the half hundred departments, you can say "charge it," and feel that your convenience will be consulted in paying.—*Hecht's, Washington, D. C.*

Autumn's newest novelties are here, many of them—more than at any other three Portland stores—and many more are coming in daily. Too early for formal openings! but none too soon to see myriads of the world's newest things spread out over four vast floors. The liberal early buying indicates that thousands not only prefer to choose from early offerings, but know well where come they must for the choicest of the season's novelties. We are splendidly ready for the early buyer who prefers to come in and "shop 'round" before the formalities of the grand openings next week. Europe and America—yes, and parts of Asia—have contributed their best products, and our facilities for buying and distributing vast quantities of worthy merchandise insure the patrons of this store the advantage of exclusiveness, as well as the benefit of low prices.—*Olds, Wortman & King, Portland, Ore.*

We do all the planning and scheming for you—we've solved all little problems that stand between you and the best for the least. That's why we can say to you, come and buy merchandise here of unquestionable merit as low as, if not lower than you can buy goods elsewhere where the guarantee of perfect satisfaction is lacking. We want you to feel at all times that no sale is considered consummated here until you are thoroughly satisfied.—*Simpson Crawford Co., New York, N. Y.*

GENERAL INTRODUCTIONS

It will certainly be of great profit to you to study the buying advantages this advertisement offers, because we can safely say—and the items prove it—that at no store have been gathered such a wonderful array of bargains for your immediate wants.—*Simpson Crawford Co., New York, N. Y.*

The best advertising we have is the kindly recommendation of our friends. One tells another and we witness every day the power of that influence. You never read an advertisement of poor clothing—strange, too, for there's more poor than good. Ours is as good as our best energies, ability, knowledge and experience can get.—*Hall & Herrick, Springfield, Ill.*

Keep in mind the facts that we do not admit to our stocks anything that we would not recommend. That our prices are the lowest that could possibly be quoted compatible with a standard of merchandise worthy of our guarantee. That if you buy merchandise here and find it unsatisfactory when you get home you may return it at once in salable condition along with duplicate check and receive your money back. Could anything be more fair than that?—*Emery, Bird, Thayer Co., Kansas City.*

We told you so! The rush to get ready for the hot weather commenced yesterday, and no mistake. We engaged all the extra help we could gather, and still the throng pressed in. Of course the character of the goods and small prices have something to do with the rush, but spring hung her banners in the sky and the response was instant. This is a glad world if you will only get in step. The lilacs in their dainty purple are out and the laughing dandelions say "Cheer up! Cheer up!" This is the merchandising mood of this store, and you will find it as profitable to trade here as it is pleasant.—*A. D. Matthews' Sons, Brooklyn.*

With the opening of the new spring season we wish to thank you for your remarkably generous patronage in the past, and to invite you to inspect our splendid new stock, whether you buy or not. We are glad to welcome you, and feel proud that through so many years you have each season taken our word on the value of our merchandise. Trust us once more. Our word is as good as our bond.—*Edward Wren, Springfield, O.*

Are you original in your taste? Then you will find rich gratification in a selection of wedding presents from our suggestions, which specialize distinctiveness. Or are your ideas conventional? Equally, then, can we please you with that conservatism which comes from our loyalty to artistic truth and the laws of pure beauty. An endless demand at this time for wedding presents brings out our two-fold resourcefulness, and you may profit by it.—*Davis & Freeman, Atlanta, Ga.*

few minutes of your valuable time we will be pleased to show you a pleasing array, bought especially to help you solve a difficult problem. These handsome gowns and dresses were made especially for us through instructions given our New York representative. They are in the very latest styles appropriate for commencement day exercises; the materials are fine and exactly right; beautifully and artistically trimmed; thirty-two different styles, in which the following descriptions are mere hints.—*Louis Einstein & Co., Fresno, Cal.*

Our line of furniture, carpets, etc., is by far the largest and most up-to-date in Northern Utah. We believe in quick sales and reasonable profit. We guarantee our prices to be the lowest in the city, and on account of our large business you will always find new goods at our store, no old stock, as our entire line is turned over several times during the year. Six carloads of furniture have arrived this spring, and we desire you to call and look over our goods when you are in the city, whether you buy or not.—*Lundstrom Furniture and Carpet Co., Logan, Utah.*

Spring fashions blooming in charming profusion at Eaton's. It only needed the first touch of that magic worker, Spring, to bring about a condition in this store for which we had made ample preparation to accommodate. Saturday every department devoted to Fashion and spring wearables was crowded. A tacit acknowledgment and recognition of the style leadership of this store, and which has been won on merit alone. Judging by past achievements in Fashion's domain, expectancy prophesied great things at the Eaton store this spring, and expectancy has not been disappointed. Today this store invites to a display of fashions as distinctive, as exclusive, as irresistibly charming and beautiful as can be seen anywhere. More lavish displays there may be, but none that have been selected with greater discrimination, or in more thorough attune with the tastes of a refined and cultured clientele than this.—*The T. Eaton Co., Winnipeg, Can.*

The busiest shopping time of the year is here. The world discovers its most imperative wants in October and November—particularly when the cold snap gets in the air. A great portion of the people of this community bring their wants to us. First, because of the fact that we are so centrally and conveniently located. Second, because our stocks are so complete, broad and satisfying—so exhaustive, and so fairly priced.—*Barie's, Saginaw, Mich.*

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For the fair girl graduate. We have made extensive plans for our young ladies who are to graduate, and, appreciating the importance of nice costumes, are showing complete assortments of appropriate materials, beautifully made gowns and dresses, dress accessories, shoes and slippers. If you will give us a

Fabulous bargain giving.—*Wood & Ever, Bangor, Me.*

A page full of newsy store news.—*Standard Furniture Co., Seattle, Wash.*

Here is a very bright ray of sunshine.—*Sibley, Lindsay & Curr Co., Rochester.*

Mighty bargains to astound the most skeptical.—*Globe Clothing Co., Baltimore, Md.*

The tide of trade flows this way.—*Central Clothing Co., Lexington, Ky.*

A shake up in domestics that drops many a bargain.—*The Edw. Malley Co., New Haven, Conn.*

The thrifty buyer knows that the Bee Hive is the "money-saving spot."—*Roth Bros., West Superior, Wis.*

Cool garments for summer wear! Woman or man, girl or boy. We've prepared for your comfort during the sizzling weather.—*Menter, Rosenbloom & Co., Grand Rapids, Mich.*

Hello! Are you going off for the Fourth? Got everything you need to give yourself a good send off? On these vacation days you are sure to want some of the hot weather bargains we offer this week.—*J. W. Adams & Co., Buffalo.*

Full steam ahead! This business moves ahead on the parallel lines of goodness and cheapness. It's the only combination that's at all effective against any and all competition.—*R. J. Tooke, Montreal.*

And the boy got stuck. 'Twas a pity. He had saved up and bought something at one of the stores who give away trading stamps—oh, of course, for nothing. The stamp stores went up—(didn't you see it in the papers?)—he got left. He said d—n the trading stamps; why didn't I heed the warning of the Phil. J. Walsh Estate and get my goods there? They are reliable.—*Phil J. Walsh Estate, Philadelphia, Pa.*

"Satisfaction guaranteed or money promptly refunded." That is the principle that has built this business and established this store in the confidence of the buying public. We satisfy our customers, no matter what the cost, nor how much the trouble. The matchless values which we are constantly offering, the efficient service that we place at your disposal, the liberal assortments that we lay before you, are all important factors in our success. Still, none is of such great importance as the fact that we guarantee you satisfaction, or failing in that, which is exceedingly rare, we refund your money without quibble or delay.—*Rothenberg & Co., New York City.*

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Among the chief factors in the great success of this clothing business is our constant watchfulness, in season and out, for special values. There are frequent opportunities open to the progressive merchant to secure good under-priced lots for his customers—though few have as extensive relations with manufacturers as we have. Clothiers whose outlet is not large can't take advantage of such offers, and others fear to take extraordinary values in mid-season because they have goods of the same class in stock at regular prices. But we are out of that rut. Whatever good thing comes along, our customers benefit by it.—*Strawbridge & Clothier, Philadelphia, Pa.*

New goods are arriving rapidly. Our store is nearing completion and we must get rid of every winter garment in the house. We have therefore not taken the cost into consideration but have marked every garment down to a ridiculously low figure. These are all goods from our high class stock and priced regardless of cost. This is an opportunity for a saving woman to get garments that she can have for immediate wear and the early part of spring for about half to two-thirds what she would have to pay ordinarily.—*Israel's, San Bernardino, Cal.*

Do people like to be humbugged? Some stores evidently think so—we don't. We might explode a lot of strong language in this ad. and, perhaps, attract more attention, like a small boy with a firecracker, and draw a larger crowd. We choose, however, to tell the simple truth in our own plain way, because we seek your confidence as well as your attention.—*The Fashion Annex, Bangor, Me.*

Dress news from an authoritative store. The interesting problem of correct dress is not solved by a bankful of money and a free-for-all market, else anybody with a checkbook could establish and maintain a store on the same high plane of excellence to which this store has risen—from a small beginning, to its present status of acknowledged dependability.—*Younker Bros., Des Moines, Iowa.*

But we believe we can do it. We are quite sure that by July 1st more merchandise will have gone out of this store than there ever did before at this time of the year. And you will likely begin to think so, too, when you learn how we have determined and planned to bring this about. *The goods must be sold.* The secret of how to do it—and it is an open secret—is to make the prices very low.—*Emery, Bird, Thayer & Co., Kansas City, Mo.*

If the store-keeping policy of this great quasi-public enterprise were to be summed up in a matter of a dozen words, those dozen words would be "Our motto is not 'make a sale,' but make a customer."—*Bloomingdale's, New York.*

Invincible values.—*The Palace Clothing House, Minneapolis, Minn.*

Buy as many as you want; no restrictions at our sales.—*MacDonnell's, Boston, Mass.*

Over five acres of goods to capture your fancy—at prices bound to capture your trade.—*Amos H. Van Horn, Newark, N. J.*

Satisfying the Individual! That is the strength of the Model and the secret of its remarkable success.—*The Model, Kansas City, Mo.*

We do not skimp the quality so as to bring the price down, or to make a bigger profit. We believe that our customers prefer a good article, and we always see that they get it.—*Stewart, Dawson & Co., Sydney, N. S. W.*

Runs Like a Clock.—What does? Our delivery wagon. We call with goods at stated times and don't vary from the schedule. You receive orders on time. We use the best flour in our pies, cakes, etc.—*R. Wild, Parkersburg, Pittsburg, Pa.*

Specials for Mrs. Monday Buyer.—Each item is a special value. Each price is a special price. They are features in Men's and Boys' wardrobe that the "better half" can be commissioned to buy for you. She'll know what positive bargains they are even better than you will.—*Salss & Company, Indianapolis.*

The Store That Has the Goods.—Take any of the departments in this advertisement. Each affords a greater selection than any other store can show. Many of the prices quoted are matchless, the results of our unequalled facilities for buying. Note the bargain prices, the extraordinary variety and the wide range of qualities. No trash, no junk, no trading stamps, only merchandise worthy of the name, in variety to suit all wants.—*Adam, Meldrum & Anderson Co., Buffalo, N. Y.*

Our sales need no particular introduction to the people of Schenectady nor no fine strung arguments to exploit their merits. Every person who has attended one of them well knows the nature and character of the offerings. They are the kind that are calculated to awaken the interest and enthusiasm and buying

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If you have money to spend, prepare to spend it now!—*M. Strasburger, Washington, D. C.*

This store news is good news to those with little money to spare, and still better news to those with plenty of money to spend. We are pushing winter goods as hard as the power of low prices can drive them. If you read this carefully and then come and look you will understand the situation better than we can tell it.—*Gilmore & O'Keeffe, Jersey City.*

Many and varied attractions. Each an unusual and unmistakable opportunity. First, what's left of our stock of winter things. Secondly, the surplus stocks of some of our best manufacturers. Added to this, some spring styles that have done their duty as samples, from which the best merchants in the country have placed their orders; and you have the source of to-morrow's attractions. When one says half price, it usually is sufficient inducement; but to-morrow, one-third of the original price is more often the rule than the exception.—*The Hub, Baltimore, Md.*—Feb. 8, 1903.

Take 'Em Away!—All winter goods sacrificed at half value and even less than half value. These goods would not be worth much to us if we had to carry them over to next season; styles change, they get shop worn, occupy valuable space for nearly a year, and, besides, the money we realize on them now we can re-invest in other seasonable merchandise, and turn this three or four times, giving us about four profits during the time that the winter goods would lie dormant on our shelves. We consider whatever we realize out of this stock now almost clear gain.—*Stern's, St. Paul, Minn.*

Good things to test us by.—*Palmer's Viaduct Pharmacy, Atlanta, Ga.*

The economy sign is out.—*Chamberlin-Johnson-Du Bois Co., Atlanta, Ga.*

We'll make things interesting for shrewd buyers all this month.—*Dick's, New Bedford, Mass.*

Going to take stock! It's the signal of a general markdown in prices, and the forerunner of the greatest money saving bargains ever offered in Boston.—*Wolf's, Boston, Mass.*

Last Chance Before Stock Taking!—Big and little lots tumble pell mell over each other for your attention. A mere handful is all we can mention here. You must get your ideas from them.—*S. Kann, Sons & Co., Baltimore, Md.*—Jan. 11, 1903.

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Below Zero Things for Everybody.—Alaska atmosphere makes one hunt warm wear of every kind—warm head wear, warm body wear, the very best of cold weather wear here from medium grades to finest make.—*Joseph Home Co., Pittsburg, Pa.*

Stock has been taken; every single thing from basement to top floor has been counted.

Sharp eyes and prying fingers have brought to the light many articles that should have left the store before this. The men who buy for the store have made mistakes in judging your taste or the quantities you'd use—those mistakes come to the front now.

And so there is rummage.

Into the rummage every such thing will go. To it there'll be tacked a little price that'll send it flying.

Now for Rummage.—All the week the store has been getting ready for the business of the coming six months.

Will you come and rummage? It'll be great fun as well as full of profit.—*The Howland Dry Goods Company, Bridgeport, Conn.*—Jan. 30, 1903.

Before taking stock, which is generally between the 1st and the 10th of January, we have decided to wait two weeks and give the people of Baltimore and vicinity a chance to buy the best manufactured clothing at the lowest prices that were ever offered by any clothing manufacturer.—*Max Weinberg & Co., Baltimore, Md.*—Jan. 10, 1903.

Semi-Annual Clearance Still Continues! Why put off your buying until later when you have about decided what is needed to add to the beauty and comfort of your home. Make your selection now and let us store it for you until you are ready for it.—*M. Megary & Son, Wilmington, Del.*—Jan. 21, 1903.

The fountain runs day and night—all through the year—it ought to be the coolest water in town.

And a fountain on the outside of the door furnishes refreshment to passers-by.

Then there's the soda fountain—everything pure, fresh and clean.—*Schipper & Block, Peoria, Ill.*

Want You to Look at These.—We'd like to emphasize the good values that are spread before you, but all we might say would not do a whit as much as a glance at the goods themselves. Seldom you find such values, and when you do it's always at the "Big Dependable Store"—the store that taught you the real values.—*Tacoma, Wash.*

A store that has your confidence doesn't ask you to compare things. It would be like asking you to prove that it tells the truth.—*Schipper & Block, Peoria*

Notwithstanding that they say a "bushel of mud comes with every diamond," we undertake to give genuine bargains in these days of exaggeration. If our goods are not exactly as represented you get your money back—that's the test!—*Scroggie, Montreal, Can.*

Macy's is the original department store. For forty-six years we have held leadership by selling the best qualities at the lowest prices. It is only since getting into our new building—the largest in the world devoted to retailing—that we've been able to do justice all around—to you, to ourselves, our merchandise and our methods.—*R. H. Macy & Co., New York.*

Impelled by a natural feeling of gratitude for the privilege of passing another milestone on our march towards the goal of well earned success and a desire to demonstrate, on this occasion, our long established record of supremacy in value giving, we have gathered together a mighty host of bargains from every floor and every department in this great store. It is only once in a year—during the celebration of our anniversary—that we feel like throwing away common business prudence and, swayed by enthusiasm, make a bonfire of an entire day's profits for the benefit of a large, faithful and ever increasing list of patrons.—*The Palace, Spokane, Wash.*

Two Beautiful Window Displays.—Our windows to-day speak more eloquently of the magnificence of our furniture and draperies than a page of type talk could. The north window shows a dining room furnished as richly as a king could desire—massive pieces of mahogany, exquisitely carved—a thousand dollar set. The south window is fitted up as a living room, with the newest designs in fumed oak furniture, upholstered in Spanish leather. The elegant draperies and rugs, too, are from our own enormous stocks.—*Los Angeles Furniture Company, Los Angeles, Cal.*

We have had our general opening for fall. Now we want to have a Metropolitan Opening. We want to concentrate the attention of our city friends upon the display of high fashion we have brought to the store. When we say Canadian and Metropolitan Fashion, it virtually means Cosmopolitan Fashion, for we have brought the exact gowns, cloaks and hats from Paris, Vienna, London and New York without modifi-

cation of any kind. Toronto is the metropolis of Canada. This store takes a pride in bringing the beauty of feminine dress in this city to a point perfectly on par with the great cities of Europe and the States.—*Simpson, Toronto, Can.*

Almost every nook and corner of this splendid spacious store bristles with bright new merchandise that active selling has reduced to a point where it becomes more profitable to clear at some price or other rather than hold. Counter space and fixture room feel the pressure of incoming goods too much to permit broken lots to lag superfluous—that's why so many splendid money-saving chances are in evidence for to-morrow.—*W. A. Murray & Co., Toronto, Ont.*

A prominent publisher once said that a book would need no preface if the title was sufficiently suggestive of its contents. The same may be applied to an advertisement. It requires no long drawn-out introduction if back of it there is merit certain and positive. Back of this announcement and behind all that emanate from John A. Roberts & Co.'s is just that kind of merit. The merchandise they tell of is new, worthwhile and superlatively good.—*John A. Roberts & Co., Utica, N. Y.*

Noteworthy bargains in trustworthy merchandise.—*Campbell's, Pittsburg, Pa.*

Tremendous big bargains.—*Hayes, Wellborn & Baker, Atlanta, Ga.*

Bargains that savor of unusualness.—*McCurdy & Norwell Co., Rochester.*

Tempting attractiveness to visitors to this notable bargain center.—*Wanamaker's, Philadelphia, Pa.*

Handsome Waists of Lace and of Silk.—Get a glimpse of their clever effectiveness from the window displays. Then you'll want a closer acquaintance than a look through glass can give you. Aside from their general excellence there are little points and big points of superiority about these waists that will repay you for a close inspection. Niceties of finish that particular women appreciate. Exclusiveness of styles that dressy women delight in.—*Fourqureau, Temple & Co., Richmond, Va.*

Bold little bargains.—*Hale's, Los Angeles, Cal.*

Boyer's bunch of bargains.—*Boyer's, Scranton, Pa.*

Hot bargains for hot weather.—*Cowley & Holmboe, Crookston, Minn.*

Cyclonic reductions strike all departments.—*The Paris Millinery Co., Salt Lake City, Utah.*

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The difference between a legitimate bargain and the imitation is as radical as the difference between vice and virtue.—*Douthett & Graham, Youngstown, O.*

A poor article is no bargain at any price.—*Sterling Cash Grocery Co., Muncie, Ind.*

Any store can put big stories into the papers, but no firm can show you the styles nor save you the money we can. Don't take our word for it. Compare our goods and prices with those elsewhere, then be your own judge.—*Shanon's, Columbus, Ohio.*

Use Jacob's stock as a measure stick. Using our stock as a measure stick with which to measure any other stock in the country and you'll find two things—they will fall short in variety and completeness and in prices article by article.—*Jacob's Pharmacy, Atlanta, Ga.*

It's our intention that every customer shall receive full value for every dollar spent under this roof for furniture, carpets and housefurnishings. We value the enduring appreciation of those who transact business with us. We sell good reliable goods at just and honest prices. An examination of our stock will readily prove this.—*French & Bassett, Duluth.*

Get divorced.—We know a man will stand a lot from his wife before divorcing her, and he often stands a lot of bad treatment from his favorite store before divorcing himself. There is a regular Dakota divorce business going on here. We are winning many old time, staunch customers from other stores. We make the change easy. We give more value, more courtesy, more change.—*Frank N. Simmons Co., Cincinnati, O.*

Character in Commerce.—The worth of a store, as of a man, depends on character. The growth of the "S. & M." store proclaims its character. Growth is the sign-manual of health. Only the healthy seed and the well-nourished shoot produce the strong plant.

The essence of commercial health is fair dealing. Commercial growth is nourished only by intelligent management and enterprise. Years of commercial health—honest dealing in the best goods at the fairest prices—have given the "S. & M." store its sound constitution; its giant stature has been attained by alert enterprise and intelligent direction.—*Schlesinger & Meyer, Chicago, Ill.*

With us every day is market day. We don't set aside certain days to give bargains. Every day you will find our prices decidedly lower than any other store in the city. This may be pretty

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strong argument but we stand ready to back every assertion we make, be it ever so strong. A comparison of quality and price is the only way to convince yourself.—*Cramer & Rogers, Trenton.*

Upheld by quality.—*The May Co., Cleveland, Ohio.*

Values that overtop them all.—*The Palace, Spokane, Wash.*

Great strenuous September sale.—*Euwer's, Youngstown, Ohio.*

Snap-shots at autumn attractions.—*Goldsmith's Bazaar, Scranton, Pa.*

Of interest to men of an economical turn.—*Dunn, Taft & Co., Columbus, O.*

Attention-compelling values.—*The Broadway Department Store, Los Angeles, Cal.*

Hitch the dollar to a bigger load than it ever pulled before.—*Newman's, Brooklyn, N. Y.*

Choice opportunities for the belated buyer.—*Adam, Meldrum & Anderson Co., Buffalo, N. Y.*

The money-wise will need no second bidding to avail themselves of the many extraordinary values this Friday's weeding-out process brings.—*Goldenberg's, Washington, D. C.*

This store's reputation has been built upon the goodness and cheapness of the merchandise it sells. It's the honest policy of this establishment that attracts people here—and induces them to come back.—*Rosenbaum Co., Pittsburg, Pa.*

August attractions in the under-price store.—There's no August apathy about the happenings in the Under-price Store. The stream of midsummer merchandise flows through it in a broad, deep tide. You can't help being swept along by the current, in the direction of economy and satisfaction.—*Wanamaker's, New York.*

A pleased customer is a good advertiser.—*J. P. Cronin, Binghamton, N. Y.*

That's the word that charms; exclusive.—*The Wanamaker Store, Philadelphia, Pa.*

You are always welcome here, and you are never importuned to buy.—*Gable & Co., Altoona, Pa.*

We can give you just as much satisfaction as our old customers have been getting these many years.—*Combs Lumber Company, Lexington, Ky.*

Quality never loses its charm. A well made garment is a constant source of pleasure—a poorly made one, one of constant regret.—*Jas. Boyd, Denison.*

PRICES

We always suspect that certain people, in paying the price of success, manage somehow to work in the short change racket.—Puck.

Unprecedented prices.—*Mandel Brothers, Chicago, Ill.*

Price cuttings that seem almost fabulous!—*E. S. Brown Company, Fall River, Mass.*

Daniel peerless pant prices.—*H. & D. Daniel, Hartford, Conn.*

Hot prices for cold weather.—*Maas-Tusup Grocery Co., Galveston, Tex.*

Money saving prices.—*G. G. Pyle, Johnstown, Pa.*

Prices cut to a point where buying is irresistible.—*H. Eilerman & Sons, Minneapolis, Minn.*

February prices.—*Louis Beck, Lansing, Mich.*

Price surprises.—*Brown, Thompson & Co., Hartford, Conn.*

Prices sharply reduced.—*Rothenberg & Co., New York.*

Pre-inventory clearing up prices.—*The Chas. R. Hart Co., Hartford, Conn.*

Midwinter price wonders.—*H. & G. Daniel, Hartford, Conn.*

Modest and right prices rule here.—*A. Schradzki Co., Peoria, Ill.*

Prices cut to pieces.—*Boyle Hardware Co., Ogden, Utah.*

Very tempting prices.—*Willis A. Cates Co., Portland, Me.*

End of the week prices.—*Crawford's, St. Louis, Mo.*

An entire week of price slashing.—*The B. & O'Gann, Pueblo, Col.*

We've lost the exact rule for measuring price reduction, but we know that this is the deepest gash into figures we've attempted.—*The Leader, Minneapolis.*

Prices chopped in two.—*The Day Carpet & Furniture Co., Peoria, Ill.*

Radical price reduction to insure quick reduction of overplus stock.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

Maximum of quality for the minimum of prices!—*Duff & Repp Furniture Co., Kansas City, Mo.*

Marked concessions in price.—*Lyon & Healy, Chicago, Ill.*

Prices shattered and shivered.—*Hart-*

PRICES

man Furniture and Carpet Co., Louisville, Ky.

Ever find a \$10 bill? Well, that's just what this sale is like. At the prices we offer these suits and cloaks, it is just as good as finding half the purchase price in the pockets of the garments.—*The Bee Hive, Kansas City, Mo.*

Long coats, short prices.—*C. E. Longley Co., New Haven, Conn.*

January prices.—*The Plymouth Clothing House, Minneapolis, Minn.*

Prices take a tumble.—*J. A. Jones's, Alliance, O.*

Prices beckon to you thus:—*Romer, Lovell & Co., Bay City, Mich.*

We have turned prices topsy turvy on everything.—*A. S. Berry, Ottawa, Ill.*

Plain Prices.—All the ornaments knocked off the prices! We have been in business just six months. We have done well, better than we expected. For two weeks, plain, very plain, prices will be the rule. Plain cards in black and white prices to start with, plain reductions, plain values, plain evidences that our first semi-annual effort is going to mean money to you.—*Empire Furniture Store, Schenectady, N. Y.*

Save Your Money on the Spot, Take Your Saving Home with You, and Spend It Where You Please.—There is no string tied to The Fair's prices, no come-backs, no further reckonings. In plain figures, our prices tell the story of real economy. When you've bought, you're through, and can spend your savings for what you choose.—*The Fair, Chicago, Ill.*

Prices are quick sellers.—*N. Y. Mail Order Store, N. Y.*

Prices all cut to pieces.—*Ilten Bros. & Taage, Cedar Rapids, Iowa.*

These prices are a rare treat.—*W. F. Shelton, Jr., Kennett, Mo.*

One thing is better than our prices—our quality.—*E. M. Austin, Litchfield.*

Disastrous prices.—*W. W. Morgan Clothing Co., Kansas City, Mo.*

Assortments that are peerless, styles that are confined to us.—*Lansburgh & Bro., Washington, D. C.*

Read these spring sale prices. Here's saving that counts.—*Livingston's, Youngstown, Ohio.*

Next to that which is next to nothing in price.—*Lazarus, Columbus, Ohio.*

A quick exit price.—*Joske Bros., San Antonio, Tex.*

A carnival of low prices.—*Meigs & Co., Springfield, Mass.*

Warmer weather brings lower prices.—*Hills & Co., Hartford, Conn.*

A Strictly One-Price Policy Wins Confidence Where a Shifting Policy Fails.—*Minneapolis Dry Goods Company, Minneapolis, Minn.*

Commanding prices.—*Kent's, Cleveland, Ohio.*

Sure-to-sell prices.—*Ackeman, Pueblo.*

Volcanic eruptions of prices.—*The Big Store, Marion, Ind.*

Prices everlasting the lowest.—*Hale's, Sacramento, Cal.*

Housekeeping prices.—*Schenectady Public Market, Schenectady, N. Y.*

Bold price cutting.—*Rothschild & Co., Chicago, Ill.*

Prices drop to the bottom.—*Evans, Munzer, Pickering & Co., Minneapolis.*

Nothing has been reserved in our men's clothing department. Every article reduced in price, some of the suits and overcoats reduced forty per cent. Just think of it, suits for about half price. All of our clothing is well made, and everything the very newest cut, but we have always made it a rule to close out goods every season regardless of price and we don't propose to carry over one winter suit or overcoat.—*The Red Front, Fresno, Cal.*

What can it profit you to pay someone else one-third more for a perhaps one-third less good—that's the proposition up to you. "Fairy Tales" may please the kids all right, but when it comes to those who do the buying, it's the World's Finest Quality they want, and they want it at the world's lowest price.—*J. D. Miller, Denver, Colo.*

This ad. contains news of useful things for the home. You should read every word. When we advertise the price must be the lowest, as Whalen Brothers will never be undersold.—*Whalen Bros., Brooklyn, N. Y.*

We have conducted many successful hosiery sales during our long experience, but the price schedule handed us by the buyer of this department for this special hosiery sale is decidedly the lowest price schedule we have ever advertised.—*Bon Marche, Washington, D. C.*

PRICES

Money! why you'll be surprised how little it takes now, yes, fairly amazed at the extent of its purchasing power at "The Big Store." Fortunate for you, we bought our mammoth stocks at the discounts we did—as these prices are positively the very lowest ever asked for high-grade seasonable merchandise, making them bold examples of the greatest economy ever made possible by any concern. Read on, and on—don't skip a line or you may skip a dollar. Come!—*A. C. Barley & Co., Marion, Ind.*

One of the oldest branches of our business is that of Household and Decorative Linens. We were recognized leaders in this line fully a generation ago; and our leadership has steadily strengthened with each succeeding year. To-day there are probably less than half-a-dozen merchants in the world whose trade in Linens, wholesale and retail—equals ours; not one that has closer or more favorable relations with the chief sources of supply. And this means that our customers may always choose from the choicest patterns at lowest prices.—*Strawbridge & Clothier, Philadelphia.*

When the economists shall have devised the ways and means to establish an equation between supply and demand such extraordinary events as this will have ceased to be a phase of our system of merchandising. Until then we propose to share the spoils that come our way with those upon whom we depend for the success of our business. The offer involves the sample garments of two manufacturers who devote their efforts to garments of the highest grade, together with a number of suits and coats from our regular stock. The price concessions are, without exception, extreme.—*Saks & Co., New York.*

For genuine and resistless values there is no place equal to our splendid consumers' department, the greatest salesroom of its kind in Ohio. Each one of our Saturday specials is the barometer that indicates the lowest register of price reduction. More fine values can be found among our price marks than any drug house in Ohio can show. It is necessary usually to hunt bargains, but you get them here merely for the trouble of watching our ads.—*Columbus Pharmacal Co., Columbus, O.*

Once more we hammer down prices on stoves and heaters of all kinds till there isn't the smallest vestige of doubt left as to the money-saving chances in each lot. Such decided price cuts herald the advent of brisk purchasing.—*Seigel Cooper Co., New York.*

The continual and rapid increase in our business gives us powerful advantages. It enables us to buy in large quantities direct from the manufacturers and consequently to place before you matchless values. The purchasing power of a dollar never before reached the height to which we have forced it. Up-to-date, reliable merchandise marked at unequalled prices, together with our many money-saving opportunities, proclaim to the people of the Inland Empire this is the store that saves you money.—*Femp & Herbert, Spokane, Wash.*

The Russia of high prices routed by the Japan of our sale. Ruthless slaughter of values continued at "The Big Store With Little Prices."—*Excelsior Clothing Co., Binghamton, N. Y.*

Fancy rents and fancy prices are invariably concomitants. Between our expenses and those of stores in the zone of dizzy rents there's a chasm-like difference—measured not by cents, but by dollars. And inasmuch as every merchant must necessarily exact certain fixed profit it isn't visionary that high prices must support high rentals. For a better, more vivid example, note the prices quoted here.—*Ludwig Baumann & Co., New York.*

Sweeping price reductions. Every silk suit in the store is free to go at one-fourth from last week's prices—regardless of cost or value; from simple shirt waist suits to elaborate costumes—none reserved.—*James Cooper, Los Angeles.*

Six days in which to sell every piece of goods we won't count at stock-taking. Six short days of harvest for the thrifty. Prices on all lines of summer goods have been reduced far below actual cost to us. Stocks will move in a jiffy at these amazing prices. Just a hint of the wonderful bargains you'll find.—*Seigel Cooper & Co., Chicago, Ill.*

Profitless Prices Now Hold Full Sway—prices that will clear our warerooms of present stocks as a storm-wave sweeps the deck of an ocean steamer. The clearance is absolute. The goods must go. We're making room for new Fall designs so soon to arrive. It's a stupendous undertaking—a daring movement—a sale with values unparalleled in the history of St. Louis' merchandising.—*Hartman Furniture Carpet Co., St. Louis, Mo.*

A grand money-saving opportunity that shall live long in the memory of those who attend—a sweeping out of a vast quantity of odds and ends left from the spring season, through the medium of slaughtered prices. Twenty-five

per cent. has been cut from former sale prices—prices then lower than any other concern, large or small, in all St. Louis. The flood gates are now swung open—now for an unparalleled outpouring of mighty bargains.—*The Hub, St. Louis.*

Faster and faster falls the lash of lower prices—deeper sinks the spur of cut prices into the sides of our stock of broken sizes, sending sales forward with a rush that means a banner July for us—banner bargains for you. This ad tells of five Wind-up Specials.—*The Hub, St. Louis, Mo.*

And other housefurnishings at a saving reduction in price that will appeal to every wise housekeeper. We meet all competition. Our goods are always reliable and when we say there are bargains here for those who will come after them it can be implicitly relied upon.—*The Chas. R. Hart Co., Hartford, Conn.*

This remarkable, twice yearly event is looked forward to by thousands of Women, Misses and Children from all over the state of Connecticut as an exceptional opportunity to buy the latest and choicest of Millinery at much less than one-half former prices.—*R. Balsterstein & Co., Hartford, Conn.*

There are still no signs of abatement of public interest in this sale. Quite the contrary—we're even busier this week than last. Everybody who hears of this sale seems to be determined to share in the wonderful bargains. And rightly so, for the prices named at this sale are far less than wholesale. Thus, while this sale lasts our customers can buy ready-to-wear apparel of every description for man, woman and child at lower prices than the dealers.—*Kaufmann's, Pittsburgh, Pa.*

This combination of purity hand in hand with economy is what has made the grocery department of this store so popular. Enormous daily purchases in the best and most reliable food markets enable us to quote lowest prices.—*The 14th St. Store, New York, N. Y.*

If a man were to come into our store to-day expecting to find large varieties in style and fabrics to choose from he would likely be disappointed. This stock is very low, but to offset this fact we are making the prices very low. You'll have to hunt a bit maybe to find what you're looking for, but you may find just what you want at prices away below what you had been expecting to pay. Worth while to come and see, isn't it?—*Emery, Bird, Thayer & Co., Kansas City.*

PRICES

A comparison of our goods and prices with what are advertised elsewhere will convince you and bring you to this store as a regular customer. We have built up a booming business here in Peoria, by giving you good goods at reasonable prices, and allowing you to pay for them so much at a time that no hardships have been wrought. It would surprise you to know what a dollar a week or a dollar a month will buy.—*Gately's, Peoria, Ill.*

A final clearance, in itself, means extreme reductions, new prices we paid for the weaves. So this rich picking.—*Macy's, New York, N. Y.*

We've resolved to wind up the month's upholstery business with a blaze of glory. Hence a salvo of price-fireworks that cannot fail to impress and interest the housekeeper who is bent on making her winter quarters, comfortable.—*Wanamaker, New York, N. Y.*

Some lines of goods have not moved fast enough, although the store has been thronged for two weeks. So we have gone through the stocks again, crowding down, forcing down, cutting down the prices regardless of previous markings. The result will be apparent throughout all stocks in the house when the store opens this morning for resumption of the sale.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

Our buyers have been scouring the country for the past two months selecting the best productions of the best factories and securing for spot cash many special lines of goods at exceptionally low figures, which enables us to offer them to you during this sale at prices lower than their values warrant.—*W. H. Hocke, Washington, D. C.*

Another startling big price tumble. Style, quality and low price are the great considerations, and all are combined in the following items.—*Rosenthal Dry Goods Co., Peoria, Ill.*

Come, expecting low prices—"Curtin sells it for less." No difference what others offer you, Curtin will do better.—*A. P. Curtin & Co., Great Falls, Mont.*

If you are coming shopping Saturday, be sure and come to the "Blakely." Bring along your want list (even though the items are not mentioned below) and we will be glad to show you the goods and give you the prices. We know that you will get as good values, as good treatment, and better satisfaction by purchasing your goods here Saturday. Come and get our special prices.—*The Blakely Dry Goods Co., Spokane, Wash.*

The money to be saved by making your selection from the Sanger stocks at their present greatly reduced prices is no small matter and demands the prompt attention of all who would practice economy, and at the same time dress well.—*Sanger Bros., Waco, Texas.*

We subjoin a few items to indicate how smartly we have lowered prices for our sale. As there is but one of a kind on this list to be sold at the special price, whoever comes first will get the article.—*Hahne & Co., Newark, N. J.*

An Explosion of Prices!—*The Bee Hive, 912-914 Main St., Kansas City.*

At Melting Prices.—*Wanamaker's, New York.*

Extravagant Prices and Exorbitant Profits are Strangers Here.—*Kahn & Back, Memphis, Tenn.*

Prices Knifed Again.—*Seidler & May, Hartford, Conn.*

Sacrificing Prices.—*Lasser's Store, Joliet, Ill.*

There's Nothing Greedy About Our Prices—Just the opposite.—*Horsfall & Rothchild, Hartford, Conn.*

Words fail to express how good the values of the above offers, but a few moments' examination will quickly convince you how much under price they are and will, we think, persuade you to supply yourself liberally while you have such chances for money saving.—*Brown-Thomson & Co., Hartford, Conn.*

The importance of the coming week may be gauged by these representatives of the greatest price attractions ever offered at any time by any store, specimens of thousands from which you may pick their equal in appropriateness, price reductions and reliability. Overflowing shelves and counters respond to your every need. New specials every day. Let early morning shopping be your watchword.—*L. S. Plaut & Co., Newark, N. J.*

We are clearing the stocks regardless of cost—the rebuilding operations demand additional room—nothing is reserved—all up-to-date, desirable summer merchandise must be closed out immediately—a complete clearance is our aim—we carry nothing over and prices are cut right and left to accomplish a prompt and thorough reduction of our stocks.—*H. Solomon & Co., Pittsburg.*

Prices in every instance will be decidedly under value.—*Journey & Burnham, Brooklyn, N. Y.*

Others talk "trading stamps"—value is the topic here.—*Hearn, New York.*

PRICES

Prices cut in two in the middle—that means much or little, according to the store. If prices are first marked up and then bisected, you get but little saving—it's a shyster trick that many claimed-to-be reputable stores still keep "up their sleeves" for occasions. Gimbel half prices are exactly as represented—a bald statement of fact. Customers have proved it time and again; picked out a suit; waited; paid the half price—took the chance that their particular pattern or size would be sold before the half price came. But proved it.—*Gimbel Bros., Philadelphia.*

Extremely small prices.—*Abraham & Straus, Brooklyn, N. Y.*

We guarantee the price of everything we sell to be as low as or lower than the same article or pattern can be bought anywhere else. If a day, a week, or a month later you find the same thing lower elsewhere, make a claim upon us and it will be allowed at once. What broader guarantee can be given? Under any circumstances the patron of Loeser's is protected by this guarantee, which covers every line of merchandise we sell.—*Frederick Loeser & Co., Brooklyn.*

We want to say positively to those who have been waiting for our great summer clothing sale that the event begins to-day, when prices will be the lowest of the season.—*Simpson Crawford Co., New York.*

"What reason," you ask? the manufacturer of these suits is of the hopeful kind; he started out big, manufacturing "not wisely but too well," so when he at the end of the season found he had too big a stock on hand he was willing to part with it at a sacrifice. Our ready cash tempted him, and to-morrow you will see these swell suits on our second floor ready for your inspection. As they come to us, so they go to you, at a bargain.—*A. S. Knowles Dry Goods Company, Montgomery, Ala.*

Never was there such a phenomenal reduction of prices on fine furniture in the history of furniture sales in Columbus. Every article in our immense stock of furniture, carpets, rugs and curtains being marked way down. It will pay you to visit this sale.—*Home Furnishing Co., Columbus, O.*

The Jenkins one-price plan saves you patience, time and money. In the store of a sliding-price "get-all-you-can" dealer you lose time haggling and dickering and are never sure of the right price or fair treatment. In the Jenkins store a child can buy as cheaply and as safely as the most expert.—*J.*

W. Jenkins' Sons Music Co., Kansas City, Mo.

While our prices have been lower than the lowest, we have made a still deeper cut in the prices of everything in the house.—*Stockton & Company, Salem.*

These are prices that you never dreamed would be offered until the end of the season, and here the coats are, all new and ready for you to put on and wear at the littlest prices. The prices are new prices that begin to-day. We won't quote values to you. Come, rather, prepared to be impressed and greatly impressed.—*Emery Bird, Thayer Co., Kansas City, Mo.*

We mark all goods in plain figures—for many years past we have been absolutely and positively a strictly one-price house. We can afford to take this position because our marked prices indicate better value than is ever found in so-called cut prices.—*Ryria Bros., Toronto, Can.*

No half way or half hearted low price making in this memorable week's selling.—*Cash Dry Goods Co., Bay City, Mich.*

Ladies Listen!—Spring wholesale business was bad—cash talked big when we bought these things for you.—*Jones Dry Goods Co., Kansas City, Mo.*

It's the combination of dependable qualities and low prices.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

Some interesting underpricings.—*Barnard, Sumner & Putnam Co., Worcester.*

Don't Waste Your Money.—It's a sin to throw hard-earned money away. And paying extravagant prices is just about the same thing as squandering cash. Never continue in doubt as to where your money will go farthest. Come to Friend.—*Friend, Scranton, Pa.*

Owing to the unusual concession in buying we are enabled to quote prices that astonish wholesalers, who know how cost has advanced. In fact, we could easily sell our entire stock in bulk at these prices, but we prefer to sell them in regular retail way—they'll go fast enough.—*Hearn, New York.*

We guarantee the price of everything we sell to be as low or lower than the same article or pattern can be bought anywhere else. If a day, a week or a month later you find the same thing lower elsewhere, make a claim upon us and it will be allowed at once. What broader guarantee can be given? Under any circumstances the patron of Loeser's is protected by this guarantee, which covers every line of merchandise we sell.—*Frederick Loeser & Co., Brooklyn, N. Y.*

PRICES

A price revision on summer suits.—*Wm. Vogel & Son, New York.*

The manufacturers are cleaning up stocks, and when goods and styles come up to our standard, we buy and give customers the benefit of our purchases.—*Hills, McLean & Haskins, Binghamton.*

Prices on high class merchandise that tell of great value giving.—We present to-morrow the strongest list of values we have ever been able to offer—quotations that for lowness have never been equaled in this city. It is impossible to tell you how great the values really are which we are offering. Just look over some of the items in this advertisement and then remember that these are the very newest goods, the latest merchandise manufactured for this season's business; but owing to the trade and weather conditions, we are forced to sell good reliable merchandise at these special prices.—*C. R. Hawley & Co., Bay City, Mich.*

Just take another look at these prices. They are remarkably small when you consider that right now is the season when we sell most of these, and the season when by all standards of merchandising we should ask biggest prices. Compare these values with any you've seen lately. These goods are of a dependable quality—the kind we are safe in saying "Satisfaction or your money back" with every purchase.—*Jones Dry Goods Co., Kansas City, Mo.*

We need the room! We need the Money!—Next month our fall stock begins to arrive. Spring and fall goods don't mix. The spring and summer stocks must go. They must all be sold, no matter what the loss may be. Not a few articles marked down, but a store brimful of splendid goods, honestly reduced in price. Investigate these great savings. Come at once, now is the time to buy.—*Lyon Clothing Co., Portland.*

A real cut in prices.—*Friend, Pittsburgh, Pa.*

Money-saving prices.—*H. Johnson, Altoona, Pa.*

Great money-saving prices.—*Golden Rule, St. Paul, Minn.*

Exceedingly close prices.—*Burns-Barry Co., Memphis, Tenn.*

Prices badly frost-bitten.—*W. V. Snyder & Co., Newark, N. J.*

No trading stamp prices here.—*J. N. Adam & Co., Buffalo, N. Y.*

At a price that should create a sensation.—*Ehrich Bros., New York.*

Our cash prices are matchless.—*Fontaine & Anglim, Crookston, Minn.*

PRICES

Underwear prices well worth heading.—*Beadler & Sherburne Co., Rochester.*

Prices that help your bank account.—*Schoedinger, Fearn & Co., Columbus.*

Prices on a sell-out basis that show determination.—*Boggs & Buhl, Allegheny.*

Prices which are not likely to be repeated in a lifetime.—*Frederick Loeser & Co., Brooklyn, N. Y.*

"Jacobs stands between the people and high prices."—*Jacobs' Pharmacy of Montgomery, Montgomery, Ala.*

Powerful price-lowering in clothing section. Prices that savor more of "giving" than "selling."—*Clarke Brothers, Scranton, Pa.*

Originally our prices on imported garments have been so much less than other stores ask, that this will be an opportunity to buy gowns at prices never before seen in Philadelphia.—*Louis Stecher & Co., Philadelphia, Pa.*

Our story is this—we want the public to carefully study the prices in this ad., and compare them with the many others, and you will find that we realize that in order to continue to do the large volume of business we had this fall we must put the knife into prices deep, especially since so many real and more fictitious sales appear in this city, the reductions are in earnest.—*Goldstein Dept. Store, Youngstown, O.*

The extremely low prices we are naming will put these high grade couches in your home with very small cost.—*John Mullins & Sons, Jersey City, N. J.*

Price wonders!—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Quick cash prices!—*Perley T. Black & Co., Bangor, Me.*

Prices pitilessly punched!—*S. S. Culen & Co., Ottumwa, Ia.*

Good-bye prices!—*Hunter & Hunter, Detroit, Mich.*

Unmatchable low prices!—*Armbruster's Stocking Factory, Columbus, O.*

A terrible fall in prices!—*A. E. Forbush, Alliance, Ohio.*

Prices are abominably small!—*Hale's, Los Angeles, Cal.*

Prices almost beyond belief.—*The Modern Pharmacy, Binghamton, N. Y.*

Prices at figures that will draw crowds!—*Solomon & Ruben, Pittsburgh, Pa.*

Bring your pocketbook to carry home the money you save in buying here. Dollars in merchandise for dimes in cash. We please the hard-to-please, that makes them our steady patrons.—*Hannah & Lay Mer. Co., Traverse City.*

Our prices are as low as, and in many instances much lower than similar qualities are quoted at in any of the low priced stores of the country.—*The Fair Store, Binghamton, N. Y.*

In many cases the reductions are made because the lots are small and must be closed out. Other lines are maker's samples and surplus stocks. As a rule the goods are all fresh and perfect, and no matter how low the price, each customer may be assured of receiving a worthy quality—an assurance which distinguishes this sale from all others in this class.—*The Scott Dry Goods Co., Cleveland, O.*

If you appreciate value you will have no fault to find with our prices.—*Cochenthaler, Montreal, Can.*

Savings of a degree and number to interest every lover of quality and economy will be afforded Denver citizens. Consider well all that this occasion reveals. Do not have to reprovey yourself for neglected opportunity but bend to the oar.—*The Lewis Store, Denver.*

Five days of sensational cut prices. Forced to unload and thousands of articles slashed to the lowest notch because we must reduce stocks before inventory and we've made prices that will do it. From basement to roof—in every nook and corner there's bargains galore to stir you to the greatest kind of buying. Every price at the bottom—just compare—all other sales outdone. Price for price we undersell them all—for we make reductions that are real reductions. No half way price cuts at this sale—for we've started out to do the biggest week's business in our career, and if bargains ever brought crowds there'll be the greatest kind of a store crowding here every day this week.—*L. H. Guldman, Denver, Col.*

Now is the time. You who have been waiting for a general reduction of prices, here is your chance.—*Patter-Whitehill Co., Muncie, Ind.*

A great big cut in our children's department. You will save money by calling to-day, honest goods for little money.—*Henry Klaholt, Springfield, Ill.*

Here's an event that will gladden women's hearts, for it represents an exceptional opportunity to buy handsome separate skirts in both dress and walking styles at small cost—the quality of materials and tailoring being superior to any that these greatly reduced prices ever purchased before. There's a splendid variety of them at all prices quoted, but we would advise you to come early, for such value-giving as this is short-lived. Yesterday morning ushered

PRICES

in the event. Come to-day.—*Sage, Allen & Co., Hartford, Conn.*

It is customary—perhaps everywhere but at Macy's—to give discounts or inside prices to tailors and dressmakers, discriminating against the patron who buys only occasionally to supply her own needs. The system obviously has its faults, and it is still further weakened by the fact that our regular prices are usually lower than the "inside" prices met with elsewhere. That we supply large numbers of tailors and dressmakers—who get no discounts or commissions here—is evidence supporting our assertion.—*Macy's, New York, N. Y.*

Prices are, after all, a second consideration to many. The great strength and remarkable growth of the Palais Royal's toilet department is due mainly to the entire absence of unreliable articles and the certainty one has of finding all of the world's best productions here. Incidentally prices average 33 per cent. less than drug store quotations.—*The Palais Royal, Washington, D. C.*

A backward season.—Cause of terrific reductions. Every department teems with a big stock which was bought with the expectation of a large and early spring trade, but the weather conditions retarded business to such an extent as has left us with more goods than we should have at this time. We expect to make to-morrow a big day in the history of this big store. To do it we have resorted to emphatic price reductions.—*The Capitol, Columbus, O.*

Prices all topsy-turvy on account of remodeling.—*P. H. Bergman & Co., Peoria, Ill.*

A great sale starts to-morrow in which the special prices on thousands of pieces and sets bear little relation to actual retail value. Large preparations have been made, and the entire field is comprehensively covered; the new and improved department is fairly overflowing with extra values. In connection with our many special purchases below usual prices, we offer numerous lots of desirable goods on hand at great reductions.—*Strawbridge & Clothier, Philadelphia, Pa.*

Investigation will develop the fact that the prices quoted herewith have been figured in every instance considerably less than 20 per cent.—*Arkansas Carpet and Furniture Co., Little Rock, Ark.*

We have gone through our stock and put the knife deep into the price of each item, which is bound to make quick selling.—*Cartwright's, San Bernardino.*

Our prices need no advertising. Everybody knows how low they are.—*James Butler, New York.*

The knife will go into the prices on our entire stock, nothing reserved. All goods will be sold at a great sacrifice, cost not considered.—*John Leith, Bay City, Mich.*

Friday our great 51st anniversary sale will have reached its climax in the suit and coat sections. Low prices have prevailed during the past two weeks, but these Friday prices are the lowest.—*Pettis Dry Goods Store, Indianapolis.*

One attraction treads on the heels of another in this section, so fast do they follow. This time it's the season's swellest autumn suits priced as you seldom see them priced at the season's ending. Our unequaled buying facilities, in conjunction with a fortunate trade circumstance, has made this remarkable offer possible.—*The May Co., St. Louis, Mo.*

We have them in all their manly and womanly beauty. Shoes, fine American shoes, for all occasions—street shoes, office shoes, dress shoes, and that name Browning on every pair is the stamp of genuine satisfaction and approval. When this store talks shoes the public listens—the proof of our words are found in the comfort, style, lasting service and finish of our shoes at the prices we charge when compared with the shoes and prices of any other house.—*Browning's, Columbus, Ohio.*

There's scarcely a woman comes into our store and examines our stock and prices that doesn't express her pleasure at having found a place where the really desirable grades of garments may be had at such low prices and that, too, without having to wade through heaps of inferior stuff to get what she wants.—*Louis Stecher & Co., Philadelphia.*

Cast your eye over these: There are good saving opportunities in every one.—*Gifford & Co., New Bedford, Mass.*

The price part, after the details of selection and decision are all over, you will find most gratifying.—*York, Pa.*

Come one. Come all. And buy as liberally as your purse will permit. Tonight's sale consists of.—*Hills, McLean & Haskins, Binghamton, N. Y.*

This present movement presents one of the finest collections of quadruple plated hollow-ware that we have ever offered under-price. The beauty of the designs, the seemingly unlimited variety and the completeness of the assortment of pieces, together with the remarkably low prices, make a store feature that

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housekeepers will appreciate the moment they see the display.—*Wanamaker, New York, N. Y.*

For our 213th Bargain Friday we will offer the greatest values of the season. Never did our store better deserve the name, "The Home of Good Values," for splendid values are everywhere in merchandise of seasonal interest—assortments that far excel those elsewhere. Friday's prices on the newest of autumn and winter merchandise suggest genuine economy—the economy that pays where there is unquestioned quality. It has and will always be our greatest aim to have our customers feel that they can come to this store with perfect assurance of finding at all times the greatest variety of the most desirable merchandise in every section, and that for the same and better qualities our prices are always the lowest.—*Roberts Bros., Portland, Ore.*

We make an emphatic demonstration of the power of extraordinary bargain prices on merchandise that is in season, and which is necessary to every person and in every household. No value pretense, but the actual giving of good goods at prices lower than those quoted by any other house for the same grades.—*The 14th Street Store, New York.*

The store is ready as never before to supply your every need for the coming season. Assortments are broader and better. Styles have been more carefully chosen in obedience to fashion's mandates. Qualities have been critically selected for their dependability. Prices have been marked on a narrow margin—of profit—the lowest possible.—*The Minneapolis Dry Goods Co., Minneapolis.*

Here's why!—contracts for these goods were placed long ago—the low prices that prevailed then and the extra discounts on our immense spot-cash orders, places us in a position now, in the face of higher quotations on all these goods, to offer you bargains in bed necessities never before equaled this early in the season by any concern in Marion. A complete stock of unquestionable qualities from the most noted American manufacturers, priced at a substantial saving to you. A most excellent opportunity—don't miss it.—*A. C. Barley & Co., Marion, Ind.*

There is real economy in the way we mark these garments. Our prices are incomparably low, our stock is one of the largest and best in America—an advance showing quite unusual so early in the season.—*Lit Bros., Philadelphia, Pa.*

It seems a contradiction to good sense to say that we reduce prices right at the opening of the season, but nevertheless that is just what we are doing in this hustling young store. We are reducing the prices because we bought these garments at reduced prices and can afford to sell them for less than any regular buying store in this entire country.—*Jones Dry Goods Co., Kansas City.*

Sacrifice prices.—*Clucker's Clothing Store, Kenton, O.*

Wilderness of low prices.—*Symon's, Butte, Mont.*

Profitless prices.—*James McLean's Store, York, Pa.*

Price-slashing sale!—*Z. C. M. I., Salt Lake City, Utah.*

Hurry-up prices.—*Morris Gross Co., Tacoma, Wash.*

Priced for a modest purse!—*Bernheimer's, Kansas City, Mo.*

Reliable goods reasonably priced!—*Myers Bros., Williamsport, Pa.*

Another explosion of prices!—*The Ed. Malley Co., New Haven, Conn.*

Our scalping knife is almost worn to the hilt!—*Crawford's, St. Louis, Mo.*

Just a windfall, that's all. Prices blown away.—*Hackett, Carhart & Co., New York.*

Prices that insure your pocketbook against a vacuum!—*The Satisfactory, Saginaw, Mich.*

Tremendous possibilities for money-saving!—*McCurdy & Norwell Co., Rochester, N. Y.*

Prices, quantities and qualities overshadowed!—*Frederick Loeser & Co., Brooklyn, N. Y.*

Prices that make it wise for you to anticipate future wants!—*Hanan-Matthewson Co., Cleveland, O.*

Prices that appeal to the money-saving instincts of the thrifty!—*J. N. Adam & Co., Buffalo, N. Y.*

Prices on strictly summer goods go down as the mercury climbs upward!—*Stewart & Co., Baltimore, Md.*

Down goes the price and away go the profits and a slice of the cost!—*The Palace Clothing Co., Kansas City, Mo.*

Absurd prices.—*Bradley's, Bangor.*

Amazing prices.—*Joseph Horn Co., Pittsburg, Pa.*

Price temptations.—*McWhirr's Emporium, Fall River, Mass.*

Tumble-down prices.—*Wm. Hahn & Co., Washington, D. C.*

Below zero prices.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Sensationally priced.—*The Denver Dry Goods Co., Denver, Col.*

Prices that talk.—*Paul Lowenthal Dry Goods Co., Waco, Tex.*

PRICES

Ruthless price cuttings.—*Hamburger's, Los Angeles, Cal.*

Dollars do double duty here.—*Miller's, Kenton, O.*

Prices cut to the lowest notch.—*"The Fair," Muncie, Ind.*

Heroic price cutting.—*Columbus Dry Goods Co., Columbus, O.*

Dollar stretching prices.—*Pike & Madoe, Utica, N. Y.*

Prices blown to pieces.—*Wood Bros. & Co., Chicago, Ill.*

Some intensely interesting underpricings.—*Jones Dry Goods Co., Kansas City, Mo.*

Prices are radically at variance with the values.—*Joel Gutman & Co., Baltimore, Md.*

A rare and captivating collection of splendid qualities and bargain prices.—*Adams Dry Goods Co., New York.*

Smart things in furnishings priced to suit slender purses.—*Heavenrich Bros. & Co., Saginaw, Mich.*

These prices will spur housekeepers to such active buying that many will be gone in a jiffy.—*Stewart & Co., Baltimore, Md.*

Prices that will bind you more closely than ever to the trading center of the masses.—*The Bailey Co., Cleveland, O.*

Astoundingly small prices.—*Macy's, New York.*

Trifling prices.—*Joseph Horne Co., Pittsburgh, Pa.*

Absurdly low prices.—*The Economy, Goshen, Ind.*

Price lessened.—*The Boston Store, Milwaukee, Wis.*

Helpfully priced.—*A. Edmondson, Morecambe, Eng.*

Prices are ruined.—*Edmondson-Perrine Co., Pittsburgh, Pa.*

Labor saving prices.—*Fitzgerald Dry Goods Co., Peoria, Ill.*

Prices cut and slashed.—*The Paris, Salt Lake City, Utah.*

Boldest price cutting.—*The Kleinhaus Co., Buffalo, N. Y.*

Profitless prices prevail.—*W. A. McNaughton Co., Muncie, Ind.*

Friend-winning prices.—*Goodfellow's, Minneapolis, Minn.*

Prices fairly astounding.—*Schelesinger & Mayer, Chicago, Ill.*

Unmerciful price reductions.—*Hahne & Co., Newark, N. J.*

Additional bargain prices.—*Robert Wright & Co., Brockville, Ont.*

Crowd bringing prices.—*The Boston Store, Worcester, Mass.*

Emptying-out prices.—*Jones Dry Goods Co., Kansas City, Mo.*

Prices are slashed right in two.—*A. L. Nichols, Fall River, Mass.*

September price economies.—*The Scott Dry Goods Co., Cleveland, O.*

Prices that will astonish you.—*H. C. Wendland & Co., Bay City, Mich.*

Stock's price wrecked.—*The A. T. Lewis & Son Dry Goods Co., Denver.*

The zenith has been reached in price cutting.—*Hamburger's, Los Angeles.*

This sale cuts the very life out of prices.—*Family Shoe Store, Washington.*

Prices that will keep you cool, even this hot weather.—*People's Furniture Store, Des Moines, Ia.*

Prices have shrunk to a mere insignificance.—*The N. P. Nelson Co., Galesburg, Ill.*

Now comes stock-taking.—You know what that means. All stocks must be carefully and judiciously reduced before the semi-annual balance sheet is rendered. What is the consequence?

Half-price is still the magnet. But every day sees the gaps in the sizes widen; the variety grow less. This is one of those sales you want to attend without delay. Buy, and you'll be glad you did; delay, and you'll regret it.—*Saks & Company, Indianapolis, Ind.*

Lee-way prices.—*S. S. Lee, Trenton.*
Quick-march prices.—*Seigel-Cooper Co., New York.*

A cold cut in prices.—*Grunder & Watson, Minerva, O.*

Deeply slashed prices.—*Solomon & Ruben, Pittsburgh, Pa.*

Equalizing prices.—*The David C. Beggs Co., Cleveland, O.*

Prices are amazing.—*Hudson Bay Stores, Vancouver, B. C.*

Price surrender in all goods.—*Longley's, New Haven, Conn.*

Prices that'll tempt slim purses.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

No prices in the city so utterly remarkable.—*Hale's, Los Angeles, Cal.*

Tremendous price cuts!—*The Metropolitan Dry Goods Co., Saginaw, Mich.*

Cutting—slashing—smashing prices.—*A. Livingston & Sons, Burlington, Ia.*

Shelf emptying and counter clearing prices.—*Boggs & Buhl, Pittsburgh, Pa.*

The mark-down man has made havoc with prices.—*Oliver Rothert, Altoona.*

Prices slashed from end to end.—*The Paris Millinery Co., Salt Lake City.*

CASH

Rinks—"Is your grocer in the trust?"

Jinks—"Yes, but it doesn't affect me."

Rinks—"No?"

Jinks—"No; I have to pay cash."—*Baltimore American.*

It pays to pay cash.—*Oliver-Finnis Co., Little Rock, Ark.*

You can afford to pay carfare to visit the store where cash talks.—*Green Front Market, Altoona, Pa.*

We buy for cash. We sell for cash—don't have any debts to make up.—*Jones Dry Goods Co., Kansas City, Mo.*

Business is business, and can best be done to the advantage of dealer and consumer on a cash basis. We want your good will and co-operation.

Don't ask for credit. It is unpleasant for us to refuse. You want proper attention and value for cash. We propose to offer all we can. Shade prices whenever possible, and offer every inducement to secure your trade pleasantly. Will take due bills as cash, but under no consideration will we allow credit or bandering in prices.—*Henry Carter, Simcoe, Ont.*

Where cash wins.—*J. N. Zurlinden, Kenton, O.*

We sell for cash, which means no bad debts, which means lowest prices.—*J. H. Batton, San Bernardino, Cal.*

Cash buys big values in our furniture and house-outfitting store. Cash always commands the biggest bargain. It always gets the richest value. Every day you see proof of this. We go into the market with money to plank down for what we buy. We can crowd the price down to its lowest notch. When we sell we get cash to go out and buy more big values. When we get cash we do not have to lose by bad debts or for the keeping up of an expensive credit department. That's why your cash is better here; that's why we can afford to make the low prices we do. Read the news of values below, it will pay you.—*Jones Dry Goods Co., Kansas City, Mo.*

Just for Saturday, and for cash.—*Carrou Market, Ottumwa, Iowa.*

It's cash that talks in buying meats.—*The Acme Cash Market, Binghamton.*

A credit merchant carries two stocks of goods: One in the store; the other scattered among his credit customers.

Carrying customers on the books increases the cost of doing business. It's one of the things that compel merchants to get high prices from those who pay.

Why don't you pay cash and be independent? Trade where prices are figured on a spot cash basis.—*The New York Racket, Salem, Ore.*

It Pays to Pay Cash at a Cash Store.—Our prices are positively the lowest in Pueblo. Our business this month surpasses that of any previous month since we opened. The reason is simply that in times when economy becomes necessary, trade inclines toward the store that gives the best values for the money. Having always sold for cash, we don't have to add anything to our prices to make up for losses occasioned by poor credits. This means a real substantial saving to every customer—and you'll find it so. Come and prove us. You'll find good values, even beyond your expectations.—*Bernstein's, Pueblo, Cal.*

We invite cash buyers to take advantage of our determination to still increase our Woonsocket business and defy any attempt to equal our cut prices by any of the vendors giving prize packages with sticky wares.—*Rogans, Woonsocket, R. I.*

From a credit to a cash basis. We pay cash for our goods and get the benefit of the cash discount. We sell them for cash and give you the benefit of this discount. We find that by carrying on a strictly cash business we can give our customers better goods for less money than we can by the credit system. That is the reason for the change. Judging by the crowds which visit our store daily this move on our part has met with hearty approval.—*York Bargain King, York, Pa.*

The power of the Macy cash system in creating matchless economies was never illustrated more convincingly. The interest caused by these sales is unprecedented. Practically every department in this great store contributes special values from stocks worth in the aggregate \$3,000,000.—*Macy's, New York, N. Y.*

The Dry Goods Economist says: "No man who has understanding sufficient to carry him through the first proposition of Euclid can question the contention that the merchant who sells for cash can be content with smaller margins than one who credits." If not, why, may we ask, is so much emphasis in current publicity laid upon the spot cash feature of various fortunate purchases? If the public can buy to as good advantage on a credit basis, how does it happen that the merchant cannot? If either could, surely both could, but, of course, neither can and neither does. We sell strictly for cash and are content with little profits.—*The Big Cash Store, St. Thomas, Ont.*

We sell for cash, give no discounts and pay no commissions. Our low prices are historical. The depositors' account department was organized as a convenience for our patrons—one affording every advantage of a credit system and none of its drawbacks. Deposit a sum of money—large or small—make purchases in the usual way and have them referred to the account for payment. Monthly statements, showing the condition of the account, will be mailed to you. Interest at the rate of four per cent., compounded every three months, will be allowed on your daily balance. Your deposits cannot be drawn against by check for expenditures made outside of the store, as we do no banking business; but any or all of it can be withdrawn at any time.—*Macy's, New York.*

Cash.—It is the cash that talks. If you have the money, we have the goods. We know we can save you 20 to 30 per cent. on your investment.—*Nickle-Plate Grocery Company, Alliance, O.*

Cash! Cash!! Cash!!!—Cash is the only lever which can move any goods out of our house from this date on until we give further notice.—*Geltz, Mansfield.*

When you pay cash you're entitled to the savings in cash, and get them here, too. Any item here or any item in the store will prove our prices lowest.—*Boston Store, Chicago, Ill.*

Saves you all the dealers' profit. We sell for cash only, which enables us to make our astonishingly low prices, as we have no bad accounts or excessive selling expenses to add to our costs.—*The Gold Coin Store Co., Troy, N. Y.*

When you aim to pay cash, come here and save the difference in price.—*The Bee Hive, Charlotte, N. C.*

Buying for cash, selling for cash, energy, truth and capacity are the living

principles responsible for the marvelous growth of business at this genuine, dyed in the wool "cash" dry goods store. Bay City "Cash" Dry Goods Co. is our trade mark. It means something. It stands for "cash" in both buying and selling. It stands for first quality, high grade, stylish and satisfactory merchandise at the lowest "cash" selling prices. It means all these things to the store. It means all these things and more to our customers. This store's policy is buy cheap, sell cheap and satisfy.—*Bay City "Cash" Dry Goods Co., Bay City, Mich.*

Buying for Spot Cash and saving the Profit-Sharing Coupons is just like placing money in the bank. The customers of this store always have that sense of satisfaction at having something laid aside for a "rainy day." The Profit-Sharing Coupons enable them to furnish their homes without cost, and the difference between our small profit prices and what they are forced to pay elsewhere means a snug little bank account.

Buying for cash, selling for cash—energy, truth, enterprise and modern methods, are the living principles responsible for the marvelous growth of business at this reliable "dyed-in-the-wool" cash store. We buy in enormous quantities direct from the manufacturers and sell first-class merchandise at the closest possible margin of profit. In buying here you are not paying the middlemen a profit because all our goods come direct from the largest makers and producers. Our shrewd, wide-awake buyers never close their eyes when the public's interests are at stake. Their one aim and purpose is to gain the biggest possible price concessions that ready cash, constant attention and tactful maneuvering can secure. In buying of us you are absolutely certain that the merchandise will be first-class. Anything proving unsatisfactory will be willingly exchanged or money refunded without question.—*Clarke Bros., Scranton, Pa.*

Do you want the best for the smallest cash price? If so "The People's Store" must be your watchword, and if you are a stranger in the city a visit to this store Tuesday will prove to you the truth of our claim, viz.: "We sell the best, yet the price is small." We buy and sell for cash only. That's why.—*People's Store Co., Tacoma, Wash.*

Installment dealers can't compete with our low cash prices and live. They have elaborate and expensive collection systems and their court and lawyer's fees are large items.—*The Excelsior Clothing Co., Binghamton, N. Y.*

CASH

I am selling goods for money and not for the pleasure of putting some one's name on my books. It costs a store ten per cent. more to sell goods on credit.—*Swift's, Los Angeles, Cal.*

This store is a cash store. It has the buying machinery of the Kansas City store, with all its great prestige in cash buying, at its disposal. Thirty trained buyers in the Kansas City store, assisted by the buyers who have helped to build the Kemper & Paxton business, are using cash in buying the great values for this Topeka store. The vast qualities that can be handled by this big store and the great Kansas City store combined make low prices as easy as anything can be. Then when we place our close cash prices on these goods, no risk of loss, no expensive bookkeeping, no stock of merchandise on the credit books and another in the shelves—we say when we put our close cash selling price on these close bought goods, we've got bargains no store in this western country can match.—*Jones Dry Goods Co., Topeka, Kan.*

The Bay City "Cash" Dry Goods Store, the home of "cash" business values. The popular rendezvous of thrifty money-saving thousands within and outside the broad confines of the city. There's an every-day onward march in the Bay City "Cash" Store. Throngs of contented and satisfied buyers at every counter. There's a homelike air of comfort and confidence on every face. Confidence in the store. Confidence in the goods. Confidence in the prices. Money is power. The bed rock of our strictly "cash" plan in both buying and selling. The best of merchandise within the reach of toiling millions.—*Bay City Cash Dry Goods Store, Bay City, Mich.*

At no previous sale have we offered such Bargains at Half-Price in High-Class Merchandise. Every Dry Goods Department in the store is represented. Buy for Cash and buy all you can.—*Hills, McLean & Haskins, Binghamton.*

Now, to your profit. Nearly 75 per cent. of the Grocery business done in this country is done on credit. Every time a cent's worth is bought on credit *some one loses money*. If it isn't the merchant, it is the customer, for cash is King, and always will be all powerful in the commercial world. Any one can buy anything cheaper for cash than on time. We buy for cash, we sell for cash—treating all with the same liberality—giving all the same guarantee—"Satisfaction or Your Money Back."—*Jones Dry Goods Co., Kansas City, Mo.*

CASH

Selling for cash means no bad debts. It means also, that you do not pay an added profit to cover hire of extra bookkeepers and bill collectors. It also means we buy for cash and take the discount. This is no theory, we have had it in active practice many years. Our cash basis is a safeguard to both of us. If out of city write for illustrated catalogue.—*Mulford, Jeweler, Memphis.*

The fact that this store does offer these cash bargains is proof enough that we are able to sell for less. To buy and to sell for cash is the most clear cut way to trade we know of. When we buy goods, we buy in big quantities, because we have the outlet. We pay spot cash and thereby secure the lowest prices, which no credit store can buy at, because the store that gives credit to its customers must ask credit of the wholesaler. We add small profit, because selling for cash does away with all the losses that a credit store suffers from bad accounts.—*Jones Dry Goods Co., Topeka, Kan.*

Midwinter, with all its drawbacks, brings one blessing to the working people. It is the season of low prices on general merchandise. Do not forget that Houghton & Dutton lead the procession in low prices, a fact made possible by our spot cash system of buying and selling. It pays to pay cash.—*Houghton & Dutton, Boston, Mass.*

Is cash your comforter or credit your worry? Vermelto and his wonderful tricks! As baffling as the credit man's monthly settlement. All day Monday, Tuesday and Wednesday Vermelto will do the wizard act in our show window. It's the "presto change" that any one can do if he only knows how. Just as smooth and slick is the sweetened talk of the fellow who charges you \$20 on credit for the identical suit we sell for \$10 cash. Vermelto has you hypnotized and so has the credit man. Vermelto is a vendor of tricks and he'll tell you all about the vanishing handkerchief for 25c. That's the living he gets out of his job. Our living is selling reputable merchandise for cash, at one-quarter and one-half less than the man whose family of non-collectibles accumulate in his ledger and the difference figured up on the good friends that pay. There are two ways to look at matters. One is through sentiment—the other through business lens. If you have an eye for business you choose to be independent from and under no obligations to your merchant. That's paying cash.—*F. E. Mistrot, Galveston, Tex.*

Cash counts.—*Clarke Brothers, Scranton, Pa.*

Selling for cash only enables us to make lower prices than credit stores can make. Watch our daily ads and compare our prices with the credit store prices.—*Weinstein's, Great Falls, Mont.*

Spot cash—that unerring business bullet—is always used by us, and we get every concession that money can give.—*N. Y. Mail Order Store, New York.*

We get cash for goods and give you the best goods cash will buy.—*John R. Siefert, San Diego, Cal.*

I have taken an oath to sell for cash only; not to trust any person at this store; not to sign either bond or note, or become security for any party. Subscribed and sworn to before C. W. Johnstone, J. P., Phoenix, Arizona, C. W. McKEE.—*McKee's Cash Store, Phoenix.*

Here is a crowded, newsy page of big, honest values we are able to offer because we buy and sell for spot cash, losing nothing through bad debts.—*Jones Dry Goods Co., Kansas City, Mo.*

We conduct a cash business—buy larger quantities of goods than any other similar house on the Coast. Our prices, of course, are much lower than firms which buy in small quantities—the percentage of profit may be the same—still our prices are considerably less—no doubt you catch the point.—*John Breuner Co., Sacramento, Cal.*

Cash here, versus credit elsewhere. No man who will stop to think a moment can question the contention that, everything else being equal, the merchant who sells for cash can be content with smaller margins than one who credits. If not, why, may we ask, is so much emphasis in current publicity laid upon the "spot cash" feature of various fortunate purchases? If the public can buy to as good an advantage on a credit basis, how does it happen that the merchant cannot? If either could surely both could. But, of course, neither can and neither does.—*Wise, Smith & Co., Hartford, Conn.*

Our cash system of selling meats, vegetables and fruits is a sort of savings institution that Portland people seem to appreciate. It puts us in a position to quote low prices that the credit merchant can't touch. Through fostering economy in our patrons it sews up many a leaky pocketbook.—*Mercier Meat Market, Portland, Me.*

Prices—What a world of power in the price. The strength is in their little-

ness. Keeping hammering away day in and day out, shopping around with cash and then selling for cash is what makes this the busy store in summer. Listen to the bargains we are able to offer for to-day.—*Jones Dry Goods Co., Kansas City, Mo.*

We buy the best produced. We sell no goods on the installment plan. Therefore we have no bad accounts for you to help pay. Neither do we charge you for the services of collection, as we have none.—*C. F. Haubberger & Co., Columbus, O.*

We do as we advertise. Satisfaction or money back. No charges made—Strictly cash.—*The Hub, Bay City, Mich.*

Arouse—Arise—Assert Your Rights.—Shake off the shackles of high prices and legalized extortion. Prepare for a week of unparalleled cheap selling at the Bay City "CASH" Dry Goods Store. A seething maelstrom of values in a whirlwind of panic stricken prices. Every department in the store is at the kind and tender mercies of a money-saving people.—*Cash Dry Goods Co., Bay City.*

Spot cash—the gospel of good business. It was ready money that made this manufacturers' clearance sale possible. Anxious to sell, willing to sell cheaply, we caught the manufacturers when courage was weak and the market nervous. We struck them with spot cash, money down, meant immediate relief and they took their medicine—not without a grimace, but they took it. The Globe doesn't invest spot cash in questionable property, not at any price. Quality the steel, low price the flint, the spark struck from the two, that's a Globe store bargain. That's worth remembering just now.—*The Globe, Youngstown, Ohio.*

The cash buyer gets the closest possible price, as he should; the credit buyer pays what the accommodation costs and knows precisely what the cost is—an advantage possible only when dealing with a one-price firm.—*Geo. T. Brodnax, Memphis, Tenn.*

We sell for cash, give no discounts and pay no commissions. This is the only big store we know of that does a strictly cash business, and yields no concessions that all may not share. Such a system creates money-saving opportunities and enables us to undersell—easily undersell—all other stores. It provides the best values for those who spend money open-handedly, as well as for that larger class whose purchases are controlled by the strictest economy.—*Macy's, New York, N. Y.*

CASH

VALUES

"This offer of your heart and hand is very sudden," said the summer girl, "but I will take it."

"Ah!" gasped the swell dry goods clerk, badly rattled. "Will you take it with you or shall I send it home?"—*Philadelphia Ledger.*

Sharp merchandising methods have made possible the splendid values of this sale—price advantages which are attracting thousands of customers—many thousands more than in previous similar events. Orders scarcely covering the cost of the materials are placed in the makers' dull season—every possible opportunity to secure special purchases is eagerly sought out—the enormous quantities of our orders placed in the regular channels bring us price concessions enjoyed by no other store.—*Marshall Field & Co., Chicago, Ill.*

Many of our best values are not mentioned in our newspaper advertising. These are small assortments—perhaps enough for less than a day's selling. They are always placarded with white cards—our regular "not advertised" cards. Look for them.—*Macy's, New York, N. Y.*

It is not economy to jump at every "catch-penny" offering that is made. Take a certain value and compare the prices as found at different stores upon it, and buy where you can get it for the least. We can save you money for we buy as jobbers, and save the middleman's profit. We save it for you. We clip it off of the regular retailer's price, and simply give it to you.—*Jos. Szold & Son, Peoria, Ill.*

To supply every want to the best advantage, do your buying at Rothschild's. A little indulgence in careful, critical comparisons will establish the fact that the best values in thoroughly dependable merchandise are here. To-day we submit a page of bargain news that it would be sheerest extravagance for the economically inclined person to disregard.—*Rothschild & Co., Chicago, Ill.*

The order to clear stocks is being rapidly enforced. Every department is responding with an array of values that wise women and men find most attractive. The program of great values arranged for to-morrow's business hours is quite the best yet. Involved are the

VALUES

high-grade goods for which this store is justly famed—new, fresh and perfectly correct, from every view-point—but, as it is our invariable rule to clear each season's stock by the end of the season, value and cost are lost sight of and the most sweeping reductions are made. The amended announcement tells of great money-saving opportunities for men. Our name—Journey & Burnham—is sufficient guarantee.—*Journey & Burnham, Brooklyn, N. Y.*

There is positively no excuse for the low prices mentioned below—we simply have the goods to sell and you may judge for yourself the fairness of our proposition. We always give a "square" deal for a "round" dollar.—*Cartwright's, San Bernardino, Cal.*

Every bit of merchandise belonging to the winter season must be cleared ere the demand for spring goods becomes active and sustained. "The new must borrow nothing from the old." The wearing season doesn't parallel the selling season, hence the advisability—the wisdom of profiting in the chances recorded in the extra value items that fill this page daily.—*W. H. Scroggie, Montreal, Can.*

The week past was very unfavorable to selling. Business got a jolt by the conditions which caused so many of you to wisely stay at home. Now, such a business can't be well left alone; we must try and make up the lost days. This week the most unusual sort of values are offered. We are content to sell at prices sufficiently reduced to run up and multiply the sales; to your benefit the savings are very great.—*Davison-Paxon-Stokes Co., Atlanta, Ga.*

An opportunity. The expansion sale has created the greatest furniture buying opportunity this store has ever offered. Everything in this large establishment has been priced at one-half the original value and some merchandise at even a lesser figure.—*Cleator's Reno.*

Last day witnesses an improvement in the *values* given in many departments. The Ladies' Coat Section is particularly aggressive—half price has been the incentive to buy a coat since the month commenced, but less than half price will buy many of the coats to-morrow. With other departments in the same frame of mind you will doubtless appreciate the benefit of finishing the month with a visit on shopping bent to "The Store of Satisfaction."—W. H. Scroggie, Victoria St., Montreal, Can.

Remember, we sell just what we advertise and a dollar saved is a dollar made and this sale is truly the talk of the town, for the *values* we give are better and greater than we can tell you here, for you must see the goods we are selling at this great sale for that will tell you its own story. This sale cannot last long for the prices we have put on the goods are doing the work and you are truly making money when you buy here. Don't wait until the best things are gone; come and see the bargains we are offering. The wise man buys when the opportunity comes; now be wise.—Munger & Long, Camden, N. J.

Presenting absolutely the best *values* ever offered in the northwest. For months we've been planning and working to make it the most intensely interesting sale ever held. The prudent housewife, the boarding house keeper and the hotel and restaurant man will all be here to participate in this mighty money-making event.—R. Weil, Spokane, Wash.

Incomparable *values*. A sale which brings the choicest dress trimmings, largely of exclusive designs, to your sewing table at such generous reduced prices so early in the season that it is calculated to arouse enthusiasm. Fashion prescribes the use of trimmings to a greater extent than ever this year. At this sale you can get the finest silk applique in black and colors, plain and fancy braids in white and colors, spangle trimmings in silver, gold, steel and combination, jet spangles, jet all-overs, fancy all-overs, fine cut jets, fancy beltings, elastic beltings, Richelieu plaitings in colors and soutache braids, all at reduced prices.—Sage-Allen & Co., Hartford, Conn.

Now while assortments are full and styles defined we offer special *values*, all much below regular prices. Comparison of styles, qualities and prices with those elsewhere is sure to result in our favor. Therefore, we say, don't buy before you see what can be obtained

here, and don't buy here until you have satisfied yourself that values are unquestionably the best.—Boston Cloak Store, Trenton, N. J.

You can't match these Saturday *values* in the coat and suit section. Prove us, that's a good way; look about and compare the freshness of style (that's first), then the beauty of the workmanship and the worthiness of materials embodied in our suits and coats; compare ours with these same qualities of other stores. You can't know until you make these comparisons how head and shoulders above all others are these Saturday values of ours.—The Gamble-Desmond Co., New Haven, Conn.

No such *values* have ever been offered to clothing buyers of Troy and vicinity. Our loss is your gain. Our determination not to carry over a single spring or summer garment has struck the popular chord. The people of Troy appreciate the real thing in a sale, and we fully appreciate the people of Troy for their hearty support and liberal response to our advertising. We are positively giving the people the greatest bargains they have ever had, and will continue to do so till every spring and summer garment is disposed of.—Casper Cohn, Troy, N. Y.

With one bound this store has sprung into public favor. Its progressiveness is appreciated by every caller. The indomitable ambition to undersell, which has made the great Hartman chain of stores so successful in other cities, is bound and determined to make this store a permanent leader among the house-furnishing concerns of Minneapolis and vicinity. We're forging to the front. We're giving the public such *values* as were positively unobtainable in this section before we came. We can undersell them all and we're certainly doing it now. Come and revel in the bargains.—Hartman Furniture and Carpet Co., Minneapolis, Minn.

It so happened that the mill in England that made these wools was in the throes of stocktaking when our buyer was there. It was a good time to make an offer and clear the mill. He did, and here they are. The reduction to us was generous—same to you. Make your selections early.—The T. Eaton Co., Toronto, Can.

Some very wonderful *values* in beautiful imported costumes are to be had at this sale. For instance, \$25 buys a \$47 costume, and \$39 buys one worth \$89. But these are merely samples.—Wise, Smith & Co., Hartford, Conn.

VALUES

ILLUSTRATED ADVERTISEMENTS



No. 437



No. 405

LOOKING OUT ON THE WORLD

through the medium of our perfectly fitted glasses you'll see it in a new light. Our success in filling the demands of the most exacting wearers of glasses is due to our use of the finest lens and the utmost skill with the best scientific apparatus for testing the eyes and fitting glasses.

This shows wording and illustrations, but does not suggest manner of display.

THE CONFIDENCE

placed in this house is well deserved. It is California's largest and best equipped optical house. Six stores and six factories are constantly engaged in caring for the optical needs of the public, and doing so conscientiously and well. Our *latest* and *greatest* eye-help is the Kryptok.

IS IT WORTH WHILE TO SUFFER

from eye ache, headache or poor vision when relief is so near and can be had at such small cost? We make a thorough examination of the eyes without cost, and if glasses are needed furnish them at the lowest possible cost.

This shows wording and illustrations, but does not suggest manner of display.

THE GREAT ARMY OF GLASS WEARERS

in this community have mostly been fitted at our place. The reason is on account of our exact work. No person is ever advised by us to use glasses unless they are necessary. But when we do, our fitting is absolute. If you suffer from headache, or poor vision, we would be pleased to have you call and we will gladly tell you *without charge* the true condition of your eyes.



No. 193



No. 377

IT'S THE CONDITION OF THE EYES

not the age of the person which determines whether glasses are needed or not. Thousands of children wear glasses, because they need them. Thousands of other people don't wear them, because they don't need them. Weak eyes should be assisted—made strong. Glasses will do it if they are the right kind.

This shows wording and illustrations, but does not suggest manner of display.

A PAIR OF PROPERLY FITTED GLASSES

will give you a world of comfort that you will scarcely realize with defective vision. *The best advice* we can give you is to have us fit your eyes with glasses that are guaranteed to conform to their defects. But above all, don't get a pair of cheap glasses that "will do for now." They will bother you constantly and may injure your eyes permanently.

This shows wording and illustrations, but does not suggest manner of display.

WHEN YOU COME HERE

Wearing glasses constantly in after-life may be avoided if the child's eyes have early attention. If it cannot see the characters upon the board easily, or holds its book too close or too far away, or is drowsy or listless and has headache, it needs glasses that will check the trouble. Our optician's work and prices will suit you. Eyes tested free.



No. 369

DO YOU SEE WELL?

Good vision assured with every pair of glasses we fit. Comfort glasses, contentment glasses, perfect fitting glasses. We will sell you a perfect fitting pair of glasses that will make you feel contented and be a comfort at work of any kind. *Why not know for certain whether you need glasses or not* when the knowledge will cost you nothing and may save you from unnecessary suffering from headaches, nervousness, etc.

This shows wording and illustrations, but does not suggest manner of display.

GUARD YOUR EYESIGHT

by having your eyes examined at the first sign of weakness. Some persons incur the grave risk of losing their sight by neglecting nature's warnings, simply because they are afraid of the expense. By coming to me the expense is reduced to the minimum consistent with the best work. My oculists and eye surgeons will examine your eyes and give you the most trustworthy advice without charge. If glasses are needed I will furnish the right kind.



No. 380

'ACCURATELY FITTED
LENSES

are a boon to imperfect eyes, but mark the word accurately. If the examination is *not* methodical, if it is *not* scientific, if it is *not* exhaustive, *there can be no accuracy in the prescription*, and the chances are that a seeming benefit may result in a permanent injury.

This shows wording and illustrations, but does not suggest manner of display.

WISDOM SUGGESTS

the propriety of caring for your eyes before they become permanently defective. Before you have to spend *time, money and sacrifice comfort* in undergoing eye treatment or perhaps an operation. In nothing is the old adage of "a stitch in time" more truly suggestive than in caring for your eyes. *We can fit you perfectly with glasses.* We can make them in our own laboratories.



No. 361

When you see the Danger Signal,

ACT PROMPTLY!

A pair of good eyes may grow constantly stronger and keener in hard and continuous work, and retain their vigor as long, if not longer, than any other organ of the body. But when one discerns a hint of dimness, a tired feeling, and ache in the eyeballs, or repeating headaches, then glasses may be of great service in preventing serious trouble. Only be sure you begin with the right glass. It is my business to furnish you that.

This shows wording and illustrations, but does not suggest manner of display.

THERE'S DANGER IN NEGLECTING YOUR EYES

At the first sign of trouble with your vision you should consult our graduate optician. He is an expert of eighteen years' experience and he will tell you exactly without asking a question, what that trouble is and what you should do to overcome the difficulty. *Consultation free.*



No. 385

DO YOU WEAR BI-FOCALS?

If you do let us show you the new —. It is absolutely the only correctly ground Bi-focal on the market doing away with all prismatic effects which are so pronounced in other lenses of this make, besides being invisible. When made up in — lenses, they are a thing of beauty and style. Not only that, but — guarantees "Comfort." Come in and let us explain the manufacture of this glass. It will take only a few minutes and may be a benefit to you.

This shows wording and illustrations, but does not suggest manner of display.

GOOD TO LOOK AT, BUT
BETTER TO LOOK
THROUGH

Our eyeglasses are not only made to fit the sight perfectly, but are made to improve the appearance as well. They are cut from the finest French crystal and Brazilian pebbles to remedy all defects of vision, and are perfectly adjusted. *Don't neglect your sight, but have it attended to at once.*



No. 376

**HE SEES BEST WHO SEES
THE CONSEQUENCES**

Do you realize the serious consequences of continued eye strain? Priceless beyond all other possessions is the eyesight, and it deserves your highest consideration.

It is quite a trick to fit glasses to the eyes. Only the trained optician, with accurate, scientific instruments, can do it properly. The appointments of our testing room are modern and complete. Experience, skill and a thorough knowledge of the optical business enables us to fill the requirements of our customers with the utmost satisfaction.

This shows wording and illustrations, but does not suggest manner of display.

CURE THAT HEADACHE

Tired eyes, headaches, etc., are often permanently cured by the use of good eyeglasses. Suppose "Specs" do make you look a little older. What matter? *Better save your sight while you can.* Our eyes are open to discover defects in yours, if you will give us the opportunity.



No. 382

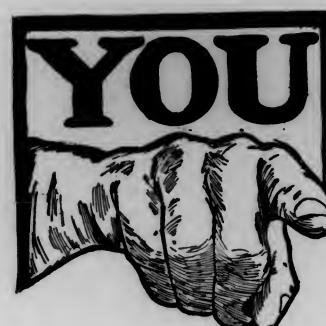
**NEW VISIBLE BIFOCAL
LENSES**

for "far" and "near" vision. This bifocal, known as the "— Optical Co.'s Invisible Bifocal," is ground by a special process by which the segments are practically invisible, their presence not being noticeable to the casual observer. To the wearer they allow the eyes to range up and down without annoyance so successfully that many who have been unable to wear other forms of bifocals can use them with pleasure. They can be made as thin as desired, and remember they have no large cemented surface to blur or fog.

This shows wording and illustrations, but does not suggest manner of display.

**DO YOUR GLASSES SLIP
OFF?**

Cold weather causes shrinkage of skin, loose fitting, tilting and slipping off of eyeglasses with ordinary nosepieces. This is positively avoided by using — *nosepieces on your glasses.* Their spring adjusts itself to any shrinkage. They give exclusive style to the eyeglasses and cost no more than the others.



No. 226

YOU ALONE know best about the failings of those eyes. The aches, the soreness, the waterings and misty vision.

YOU ALONE have the power to change them—to preserve and enjoy life to the full.

Consultation here is thorough and free, and prices for glasses within the reach of all.

This shows wording and illustrations, but does not suggest manner of display.

MAY BE RESPONSIBLE

if your child's eyes are not made right.

How sad it is to see a child with cross eye or squint. Yet, parents, *you* ought to know that in 8 out of 10 cases of cross-eye the defect is caused by an error of refraction, the proper correction of which in nearly every case will straighten the eyes. *You've* tried glasses, and it didn't work? Well, notice we said "the proper correction." But don't think it will be an easy matter if not attended to early.



No. 401

**STOP AND THINK ABOUT
THEM**

They often pain you a little. You simply give them a rest, and you are relieved. But they ought not to pain you with ordinary use. There is something wrong. Let me test them. I make no charge for that. *And if you need glasses, or if it comes from some other cause, I will tell you.*

This shows wording and illustrations, but does not suggest manner of display.

A HARD HEADACHE

is often the result of straining the eyes. The only way to prevent the headaches is to remove the cause. Have the eyes fitted with glasses that will prevent eye-strain. Our fitting will enable you to read and work with ease to your eyes. *The examination of the eyes is free of charge.*

DANGER

No. 366

There's danger in delay, especially in sight troubles.

If your eyes water or smart when reading, remember that is nature's warning of danger. She never warns falsely.

There's no reason to neglect the warning. Inspection is free here and the prices of glasses are within the reach of the smallest purse.

This shows wording and illustrations, but does not suggest manner of display.

THERE'S DANGER IN DELAY

Attend to your eyes at once. Three forms of eye trouble are commonly met with, any one of which may have existed from birth. Nature does not always make perfect eyes. We have near-sightedness, far-sightedness, and astigmatism, which is a form of irregular sight. All of these defects require attention. If a child has any of these ocular defects and is expected to do close work of any kind, he must have his eyes carefully examined and wear such glasses as will correct the refraction of his eyes. As well expect a child born with one leg shorter than the other to walk without limping as to ask one born with imperfect vision to do accurate eye-work without suffering the consequences. Consultation free.

This shows wording and illustrations, but does not suggest manner of display.

DON'T NEGLECT YOUR EYES

Don't neglect your eyes. You owe it to yourself to at least have them examined periodically. Clear sight is necessary to your health and success. Our expert tests your vision without charge or fees of any kind. When glasses are required he will supply them to suit your own particular needs. *All work guaranteed.*



No. 184

SAVE YOUR EYES

They are as valuable an asset as you have. Think what you would do without them. Yet how much care do they get from you? Watch the eyes. If they ache after steady use for some time; if you have headaches that you can't explain—go to a good optician and have your *eyes* examined.

This shows wording and illustrations, but does not suggest manner of display.



No. 94

DIAMOND PURITY

In the selection of a diamond, size is only one of many considerations. Purity of color and freedom from flaws are very important elements, as also are shape and style of cutting. The most important feature, we think, in buying diamonds, is the source you procure them from. We buy direct from the cutters in Amsterdam. This enables us to give our customers the choicest of gems without having to pay the fancy prices.

This shows wording and illustrations, but does not suggest manner of display.



No. 364

LOOK FOR YOURSELF

A mere glance at a good diamond is ample as indicating its quality. This can be in truth applied to *any one of the stones* which you may chance to examine out of our immense collection, every solitary stone not falling one iota short of deserving the appellation — "a *gem*." And equally emphatic will even those of moderate cost prove.

This shows wording and illustrations, but does not suggest manner of display.

DON'T YOU WANT A DIAMOND?

Of all *jewels* the most sought after and most highly prized is the *diamond*. Our resplendent stock of jewelry contains an enticing array of this gem of gems, but the less costly *pearls*, *opals*, *garnets* and *amethysts* have not been slighted. Fine stones in the finest of settings are in our cases for your admiration and choosing. Beautiful pieces of every description in plain gold and silver. We make a specialty of fine timepieces for pocket or shelf. Elegant designs in all sorts of solid silverware, plated ware also.

BRIDAL GEMS

There is a brilliancy which attracts the eye for a moment—both in people and in gems. There is brilliant quantity, which has also depth and genuine worth! Our diamonds, suitable for bridal gifts, or for your personal use, possess the brilliancy which attracts and intrinsic worth of unvarying value. A good investment—a pleasing gift.



No. 420

A large and beautiful collection of pearls has just been received from our eastern buyer. Pearl jewelry is fashionable for brides and bridesmaids' gifts. We suggest: *Ring No. —. Five fine pearls at \$40.00* as a suitable gift of the groom to the bride. Special wedding jewelry made to order.

This shows wording and illustrations, but does not suggest manner of display.

DIAMOND JEWELRY

Rarely beautiful pieces—rings, pendants, brooches, etc., in many combinations. Diamonds with opals, sapphires, pearls, and emeralds. Many of our costliest pieces are set in platinum, instead of gold; this adds to the price, but the former metal is more lasting. Our stock of solitaires is unusually attractive just now. Several settings to choose from. We also make settings to your order. You are earnestly requested to come in and look this line over.



No. 394

DIAMONDS ARE GOOD FOR INVESTMENT

The bride who receives a check as a gift will naturally seek to invest it to the best advantage. We suggest diamonds—because they never decrease in value, but on the other hand pay far larger interest than the greater majority of investments. "—" diamonds are carefully selected from the cutters in Amsterdam, and are admitted into Canada duty free.

This shows wording and illustrations, but does not suggest manner of display.

THREE PEARLS

The pleasure of owning a beautiful ring is scarcely greater than the pleasure of giving one. *We have three pearls in a 14k. hoop ring;* they are perfectly round and of that exquisite luster which gives a pearl its value. The price is \$40.

Dix Diamonds
The Dix Guarantee
On Diamonds

Is based upon the standard business practices, not the theory that diamonds are the most valuable and diamonds, and that diamonds are recognized everywhere in the entire world.

Our large purchases are made in buying diamonds direct from the larger centers of the world, in original lots, thereby saving the wholesaler and jobber a profit.

We are diamond dealers. Our diamonds are graded and marked, and our reports with each one is graded to its actual value, and so marked to place figures.

Every diamond is sold with the understanding that it is exchangeable in whatever gold and silver full case price or larger diamonds.

We will exchange any stone up to one-half its value if returned within one year.

If you buy any diamond bought of us, we will loan 90 per cent. of its purchase price at 6 per cent. interest.

Our liberal methods of business and to copy our example, we invite you to come in and to copy our methods. We have ever tried to earn a place of confidence.

Our services for you are free. We are here to help you in any way possible. We live up to our reputation—open 365 days a year.

Report our Diamond Books. See No. 3, then explain.

Harry L. Dix, Inc.
Diamond Merchant and Mfg. Jewelers
305-11 Cedar Building, ATLANTA, GA.

Do You Know in What Condition Your Eyes Are?

You can do it yourself to find out if you can't see as well as you did when you had your eyes examined. If you can't see as well as you did when you had your eyes examined, read, or any one of a thousand signs that indicate failing eyes, you should have your eyes examined by a properly qualified eye doctor.

The services of our expert opticians are at your disposal at any time, free of charge. We will examine your eyes and tell you what is needed, if anything, to correct failing eyes.

Call in and see him, or, call up and arrange a date for examination. Dr. Poole will call and see you in your home, if you will designate a suitable time.

SANTA FE WATCH CO.
JEWELERS AND OPTICIANS
100 West 5th St.

Andrew Paulo
9 Park Ave. West

Save the Pieces of your Broken Prescription Lense.

WE CAN DUPLICATE AT NO MALL WHERE YOU SIGHT AND SAVE YOU TIME AND MONEY.

SUN OPTICAL MFG. CO. F. C. LEADING PRES. CO. SYKE & WARREN SY., TRENTON, N.J.

WE HAVE JUST RECEIVED A SHIPMENT OF BLACK OPALS

Worked into beautiful shapes—the first to be shown in Topeka. We invite you to call and see them.

Now just a word on the purchase of DIAMONDS and JEWELRY—if you want to pay your good money for REPUTATION, send to Tiffany's in New York City, but if you want good, honest value at fair prices without an extra charge for "reputation," make your purchases at this shop.

BLITZ
Topeka's Leading Jeweler
625 Kansas Avenue

Davidson Jewelry Company
17 Commerce St. Phone 789

Jewelry that matches an informal dress, and the character of the wearer, is the way to do it in our way. By the jewelry she wears the woman is judged. The choice assortment of necklaces, bracelets, rings, diamonds, gold and silver—our famous Diamond Brooches and Necklaces, bracelets, rings; everything the woman of taste adores.

JESSE DAVIDSON
Watchmaker, Express and Jewelers
Special Attention Paid to Mail Orders

THE PORTE & MARKLE EXPANSION SALE
WILL LAST 21 DAYS

Each of the Twenty-One Days Will Have its Specials.

Twenty-One Days of Color Merchandising See Our Windows

Twenty-One Days in Which to Meet All Who Wish to Save Money.

Twenty-One Days to Clean Up All Merchandise Samples at Less Than Factory Cost

Specials for Monday, Tuesday, Wednesday, to be Seen in Windows.

PORTE & MARKLE, LTD.
JEWELERS, 300 PORTAGE AVE.



**The Diamond is
April's Birthstone**

What a nice time to get a Diamond, this beautiful weather, especially if it's your birthmonth, or someone whom you want to remember. We are sure you can't find anything—and we want to emphasize "anything" more and more frequently. The desireable line of Diamonds is right at Arnold's. We don't carry any Diamonds at all of questionable quality, so you take a chance of getting a poor stone. We show an assortment that will definitely open your eyes if you really admire the beautiful in the line. Diamonds of all sizes, allowing a range of prices and making a selection possible to meet your approval. No obligation wherever to buy—just come in and see what we have.

**Arnold Jewelry & Music Co.,
113 East Main Street.**



Sheffield Silver One-third Off

Our "make-room" sale continues. We are offering excellent opportunities to save this week—get your share.

BLITZ 625 KANSAS AVENUE

**The
Repairing
of
Railroad
Watches**

We are equipped with the necessary machinery and personnel to take care of your railroad watch to the second.

**R. B.
MAYBEE**
Jeweler and Optician

100 W. 5th Street

**For Spring
Weddings**



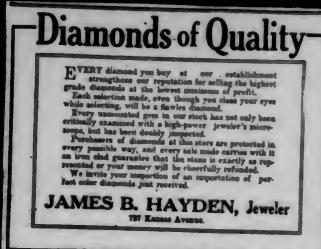
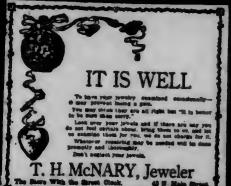
**Appropriate Gifts
for This Occasion**

An appropriate gift, and a gift that is necessary.

They are to be found at Linz Bros.

Linz Bros. 114 South Adams Street.

THE HOME OF \$2 EYE GLASSES



JAMES B. HAYDEN, Jeweler

707 Kansas Avenue.

D. R. DINGWALL, Ltd.

Jeweler and Silversmiths

434—Main St.—Topeka

25% DISCOUNT

25% DISCOUNT

Finest French and American Clocks, Tested, Adjusted and Guaranteed Accurate

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Finest French and American Clocks, Tested, Adjusted and Guaranteed Accurate

25%

SO EASY GLASS

Linz Bros.
OPTICAL DEPT.

Jewelry for Your New Costume

We have many novel articles for wear and adornment that will add to the beauty and attractiveness of your New Spring Costume.

All in our dependable quality.

The J. J. Freeman Co.
JEWELERS,
507 SUMMIT STREET.

Table Silver

In the latest and most desirable patterns, just arrived, at prices with enough to suit everyone.

Teaspoon, per doz. 80. 91. 112
Dessert Spoon or Fork 91. 112
Large Spoon, each 81. 91. 112
Coffe Spoon, per doz. 81. 91
Grocery Spoon, per doz. 81. 91
Spoon, each 81. 91. 112
Bread & Butter, each 81. 91
Picnic Fork, "Baby" Knife, each 81. 91
Bread & Butter Knife, each 81. 91
Above are all sterling silver, gold plated or plated.

KLEIN'S
7 N. COURT ST.

BAIER JEWELRY CO.

Established in
Chicago - - 1859
Salina - - 1878

Largest stock at lowest prices in city. Fine repairing of Watches and Jewelry.

Children's Eyes

Give special attention.

FRED W. HORT, Optometrist
111 EAST STATE STREET,
Trenton, N. J.

Scottish Rite

You are invited to call and see our large stock of Scottish Rite and Mystic Shrine Emblems.

3rd Degree Rings, \$10 to \$1250

1st Degree Charms, \$10 to \$350

Lapel Buttons, \$10 to \$100

Lodges, 3rd Degree and Mystic Shrine Banners and Flags, \$50 to \$50

Arthur A. Everts Co.
JEWELERS,
Opposite Southern Hotel,
Dallas, Texas.

LET US SUGGEST

If your watch or jewelry is in need of repair we will execute the work in the most skillful manner, and at a moderate cost.

Give Us Your Work
and we will Give You Satisfaction.

W. J. LEWIS & CO.
Jewelers and Opticians
809 Kansas Avenue

WEDDING GIFTS

At great savings, silver or fine silver were made appropriate and in good taste for the wedding season.

CHOOSE GOOD JEWELRY

We want to give you a collection of fine jewelry, and we are pleased to receive and to supply. Come and see us. You will be surprised at the low prices we have.

Mrs. A. F. Williams
23 E. State St.

THE WEDDING SEASON

which comes with Easter will inaugurate another busy demand for Wedding Jewelry. We have a complete line of Sterling Silver, Rings, & Jewelry, and we are pleased to supply Cut Glass and Paste. The Williams Line of Wedding Rings our specialty since 1878.

Alarm Clocks

Good, bad alarm clocks are not good for the pocket. Fine time pieces are good for the pocket.

M. M. FLERON & SON
TAYLOR OFFICE, HOUSE,
OFFICE EVERYTHING

75c to \$3.00

Jewelry Repairing

OF EVERY DESCRIPTION EFFICIENTLY AND PROMPTLY DONE.

BRING YOUR WORK TO

Geo. H. Doherty
Up-to-Date Jeweler.
Cor. Main and Green Streets.

The Most Scientific Watch Repairing

to be had in the city

E. G. Odberg
422 E. 49 St.

Watches

Have you ever examined the many fine and high grade watches we have to offer?

If you will send a request, in our store we can show you the very best in Imported Movements, both American and English. And our prices are always the most moderate.

McGimsey & Martin
Simpson Street.
JEWELERS & OPTICIANS.
Grand Trunk Pacific Watch Inspectors.

Date Due

For Jewelers

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So far as the 7-jewel watch need goes, is this not the greatest co-operation that any manufacturer could possibly give the jeweler when he gives him control of the best thing in its line, the biggest value, guarantees the profit, and creates the business by advertising?

If all this is true, what jeweler can afford to overlook this watch? And will not its success be of vital interest to the jewelry trade? Over 7,000 jewelers have seen the merit of this plan and now sell the

INGERSOLL - TRENTON

It already has a large sale. A new 15-jewel model is just out.

We have the evidence to send to any open-minded retailer who is willing to know about the latest and best watch proposition before the trade. Just ask this information and if you are a retail jeweler we will send you our exclusive offer to responsible retailers.

ROBERT H. INGERSOLL & BRO.

45 JOHN ST., NEW YORK CITY :: MASONIC TEMPLE, CHICAGO
360 FREEMONT STREET, SAN FRANCISCO

JEWELRY ADVERTISING

APR 28 1927

Beauty and Quality

The original Rogers Bros. silverware—identified by the trade mark "1847 ROGERS BROS."—has expressed the highest type of silverplate perfection for 62 years.

On forks, spoons, fancy serving pieces, etc., is the mark

1847 ROGERS BROS. X S TRIPLE

Whether the desired style be simple or ornate, it may be procured in "1847 ROGERS BROS." ware. Combining the maximum of durability with rare beauty of design, this renowned ware is the choice of purchasers who desire only the best.

Leading dealers everywhere
this famous "Silver Plate
that Wears." Send for
Catalogue "93" showing
the many attractive
designs.

MERIDEN
BRITANNIA COMPANY
(International Silver
Company, Successor)
MERIDEN, CONN.
New York
Chicago
San Francisco

D 253.5 B645
Borsod.
Jewelry advertised

MSH 01688

NEH MAY 04 1994

NOTE IN ABOVE AD LEADING DEAL

sell "1847 Rogers Bros." ware. That in about 500 publications. In addition etc., for the individual dealer's advertising asking for outfit "R.A."

MERIDEN BRITANNIA

(International



0041412966



0041412966

APR 28 1927

For Thoughtful Jewelers

There are a great many 7-jewel watches sold. In this important field there is one watch sold as jewelers want all watches sold.

- (a) This watch is sold only by responsible retail jewelers—no department store or mail-order competition.
- (b) It is sold at restricted prices, and a standing offer of \$10 is made to any jeweler who will show us where one is sold at a cut price. This means a sure profit and no underhanded price competition from any source.
- (c) It is receiving more advertising than any other watch has ever had or is now having. An immense business is being built up which has to come to the retail jeweler because no others can sell these goods. Every advertisement reads, "Sold only by responsible jewelers."
- (d) It is the best 7-jewel watch made. Well posted jewelers agree on this. Some have thrown out all similar grades.
- (e) You can't *buy* equal goods for the money.
- (f) You can't *sell* equal goods at the established retail prices of these watches and make a living profit. In fact, on other watches you can't make *any* profit without knowing that your customers could buy cheaper elsewhere.
- (g) With these watches you get dignified, artistic display fixtures to help you show and sell these goods and to get the benefit of the greatest watch advertising campaign ever published.
- (h) The goods are sold complete and the cases are as reliable as the movements.

So far as the 7-jewel watch field goes, is this not the greatest co-operation that any manufacturer could possibly give the jeweler when he gives him control of the best thing in its line, the biggest value, guarantees the profit, and creates the business by advertising?

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360 FREEMONT STREET, SAN FRANCISCO

JEWELRY ADVERTISING

Beauty and Quality

The original Rogers Bros. silverware—identified by the trade mark "1847 ROGERS BROS."—has expressed the highest type of silver-plate perfection for 62 years.

On forks, spoons, fancy serving pieces, etc., is the mark

1847 ROGERS BROS. X S TRIPLE

Whether the desired style be simple or ornate, it may be procured in "1847 ROGERS BROS." ware. Combining the maximum of durability with rare beauty of design, this renowned ware is the choice of purchasers who desire only the best.

Leading dealers everywhere sell this famous "Silver Plate that Wears." Send for Catalogue "93" showing the many attractive designs.

**MERIDEN
BRITANNIA COMPANY**
(International Silver Company, Successor)
MERIDEN, CONN.
New York
Chicago
San Francisco



NOTE IN ABOVE ADVERTISEMENT LEADING DEALERS

sell "1847 Rogers Bros." ware. That statement is in *...* *...* appearing in about 500 publications. In addition we supply electrotypes, circulars, etc., for the individual dealer's advertising. Write asking for outfit "R-A."

MERIDEN BRITANNIA CO., MERIDEN, CONN.
(International Silver Co., Successor)

MAY 14 1927

Put the Modern Advertising Plant in Your Office

Use It to Bring Your Wares to the
Personal Attention of Your Customers
By Means of Personal Letters



The OLIVER
Typewriter

*The Standard
Visible Writer*

Will Pay for Itself Quickly in New Busi-
ness It Will Bring You, and You Have the
Convenience and Pleasure of Its Use Besides

Let us tell you about this personal letter advertising.
Let us show you the Oliver.
You can easily use it yourself.

THE OLIVER TYPEWRITER COMPANY
310 BROADWAY, NEW YORK

**END OF
TITLE**